

The logo for the British Footwear Association (BFA) consists of the lowercase letters 'bfa' in a white, sans-serif font, centered within a solid purple rectangular background.

British Footwear Association Ltd

BFA NEWS FOR MEMBERS AND FRIENDS OF THE INDUSTRY

OCTOBER 2011

REPORT FROM RICHARD KOTTLER, CEO

There is a lot going on with the British Footwear Association – your trade body – and I list below some of the many initiatives we have organised for you.

Website

We have refreshed and updated our website so please look at it and let us have your comments. Amongst other things we have changed our domain name to www.britishfootwearassociation.co.uk - so it does what it says on the tin and endorses the "Britishness" of it all, as well as maximising the Search Engine Optimisation capability.

Foundation Course in Footwear Technology

You may have seen in the Press the launch of the second year of this course and all relevant companies will be receiving the new syllabus and details in the next few days.

Business Partners

We have agreed arrangements with some impressive businesses that will help you save money and work more effectively.

Distribution

In position now are two year deals with **DHL Express** for all overseas distribution and **City Link** for domestic freight. Very attractive rates, excellent customer service and a desire to perform well for all BFA members.

Credit and Financial Reporting – Credit Assist have already convinced a number of member companies that they can provide an informed, speedy and cost effective service and are determined to become the lead operators in this field for the footwear industry.

Cost and Purchase Management- we have trialled **Expense Reduction Analysts (ERA)** with some BFA companies and savings of up to 20% have been achieved. They are one of the largest and certainly the most professional of the players in this area and we have no hesitation in recommending their services to all our companies.

BFA NEWS FOR MEMBERS AND FRIENDS OF THE INDUSTRY

In all these cases, more details are on our website and we will be marketing each one to you over the next months. **USE THEM AND SAVE YOURSELF MONEY!**

Associate Members

The BFA spends a great deal of time working with developing and emerging companies and brands and we have decided to formalise these arrangements by creating a new level of membership – Associate Member. These companies do not need the full range of BFA services but do need the advice and encouragement from our Project Team of industry experts that can help on sourcing, financial matters, marketing and brand development and other specialist areas.

We hope by working with these “young” companies they will want to progress to Full Membership in due course.

China

Many members already are active in selling to China – the most powerful and rapidly expanding export opportunity around. The BFA has joined the China-Britain Business Council and has arranged a seminar specifically for the footwear industry and BFA members only.

This will provide an inside and experienced view on how best to approach this market and in addition to China experts from the Council, we will hear from representatives from some of the larger BFA companies that have been successful in that country.

The Seminar will be held in London on the morning of December 6 and is FREE to all members. To book a place, please email Elaine Davies on elaine.davies@britishfootwearassociation.co.uk Please do so quickly as places are limited.

Good News**UKFT Export Awards -**

Congratulations to member company Butterfly Twist on winning the New Exporter Award sponsored by DHL Express. Congratulations also to Kat Maconie who was nominated for the same Award and for the Designer Business Award.

Footwear Friends Annual Awards

Congratulations to BFA member CocoRose, winners of the FN Platform at Magic Award.

BFA NEWS FOR MEMBERS AND FRIENDS OF THE INDUSTRY

John Lewis – in co-operation with the BFA, organised a Buyers Showcase for a number of companies producing in the UK. BFA members shortlisted were Daisy Roots, DB Shoes, Sanders & Sanders, NPS (Shoes), Cheaney Shoes and Drapers of Glastonbury.

richard.kottler@britishfootwearassociation.co.uk

Export News - South Korea.

UKTI will be running the third British Lifestyle mission, this time to **South Korea 19 - 23 March 2012**. With the recent introduction of the EU/ South Korea Free Trade Agreement Korea offers an excellent opportunity for **top end British companies** to sell into this dynamic and affluent market. The mission will comprise a showcase at the Ambassador's residence, Embassy briefing, familiarisation retail tour, press conference and 1-2-1 meetings. As before, the mission is open to high-end consumer goods companies. For more details and an application form please email:

elaine.davies@britishfootwearassociation.co.uk

Footwear & Leather Industries Annual Health & Safety Conference 23 November 2011.

Our 2011 Conference includes a variety of professional speakers covering occupational health issues; permits to work; a REACH update and very special presentations on safe systems of work. This event will take place at SATRA's conference facilities in Kettering and ***the delegate fee is £30 per head including refreshments and lunch – outstanding value for an industry specific conference. Closing date for bookings: 11 November.***

elaine.davies@britishfootwearassociation.co.uk