

# BRITISH INSTITUTE OF MANAGEMENT

## arrange visits of Czechoslovak Chief Executives to British Industry

The British Institute of Management (BIM) invited ROCC Computers to play host to Mr Josef Vrany, manager of a factory currently manufacturing line printers for an East German computer product. His factory employs 800 people and he was already well known to us.

Vrany formed part of a group of Czechoslovak chief executives who visited the United Kingdom from June 10-23. The purpose of the visit was to build relationships at a very senior level in Czechoslovakia. Over 100 chief executives have applied to join the BIM programme and there is great interest in the British approach to management in a competitive economy.

The programme for the visit included Vrany meeting ROCC's board. He saw at first hand how ROCC's various divisions operate; a visit was arranged to see a customer in Swindon and a day at the PC User Show. ■



*Picture shows Josef Vrany (right) being welcomed to ROCC's Crawley headquarters by Roger Landau, general manager for ROCC's Czechoslovakia sales operation.*