

“Bridgestone Course 2017”, first designed for 2nd Generation in Nha Trang

Bridgestone semester dedicated to the second generation, was first held in Nha Trang Nha Trang - from April 24th to April 26th, 2017 Bridgestone Vietnam successfully held the 2017 Bridgestone Course with the participation of nearly 50 people from the 2nd generation who represent for Bridgestone dealers system across the country.

This is the first time Bridgestone Vietnam has organized a program for young entrepreneurs with the great hope of being a bridge to connect young people together. It is also a chance for Bridgestone to meet, listen and understand their aspirations while entering family tire business.

Start-up with Family business model

Tire market is constantly changing, it is not easy to catch up and manage the business successfully. Through the first session of "**Start-up with Family business model**" Bridgestone committed to supporting the supply of knowledge and motivating in their business. Moreover, Bridgestone also guides young generation how to apply the available business potential of their family to be more confident on their endeavor ahead with Bridgestone.

Transference between two generations

Bridgestone Vietnam understands that the current difficulties faced by young 2nd generation are the connection and inheritance from the first generation. Through the difficulties they had shared in the second session "**Transference between two generations**", Bridgestone will always remember and try to support you not only a year, two years but your whole journey ahead.

Your challenges, our support

About Bridgestone Corporation

Bridgestone Tire Sales Vietnam is a company belonging to Bridgestone Corporation Japan, the world's biggest rubber and tire producing company. Products from Bridgestone have been purchased in more than 150 nations and regions all over the world.

Through team building activities which designed as a military course, the 2nd generation had to overcome all challenges in the battlefield. With the support of the Bridgestone members, together with the unanimous action from all the members of the Bridgestone family, all of them had accomplished and dominated the goal.

Thereby, Bridgestone wants to send a message that the 2nd generation here are the ones who will take place the role of their parents holding the tire business in the future, be responsible to develop their family business up to a higher level. Their parents and Bridgestone are always proud and promise to always be companions on their way ahead. Bridgestone Vietnam is committed to be their side to overcome all difficulties to maintain the leading position in tire market in Vietnam.

Some photos from the 2017 Bridgestone Course.



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News Release

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