

## **Bridgestone Viet Nam Ltd, co. coordinates with the Thua Thien - Hue provincial department of tourism to organize the ceremony of transferring and receiving smart and Eco-Friendly trash bins**

Thua Thien Hue - On 28 September 2017, Bridgestone Vietnam Ltd, co. coordinates with the Thua Thien - Hue Provincial Department of Tourism to organize the ceremony of transferring and receiving 15 smart and eco-friendly trash bins. Followed by Ho Chi Minh City and Da Nang City, Hue is the third city where Bridgestone Vietnam's journey of sponsoring smart trash bins has been continued to execute the campaign of protecting the environment under the message "Keep the country clean and green for a better life".

Thua Thien Hue has been well-known for the cultural tourism center of Vietnam and has been recognized for a new brand "01 destination 05 heritage". This place has been also one of the most favorite destinations for domestic and foreign tourists. Therefore, Bridgestone Vietnam and the Thua Thien - Hue Provincial Department of Tourism want to join hands with each other to make contribution to turn Hue city into the one worthy of honorable names like "Hue - National Green City", "Hue – ASEAN Environmentally Sustainable City". Additionally, throughout this sponsorship Bridgestone Vietnam continues to affirm its pioneering position in creating modern technology to protect the environment and maximizing the function of everyday stuff to serve the community.



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### **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.*

After this donation ceremony, smart trash bins will be installed in the Hue Citadel area, and in some other locations on Hue city's roads for the daily usage of local people and tourists.



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Being inherited by the functions of smart trash bins located in Ho Chi Minh City and Da Nang, those ones located in Hue have been equipped by the dual compartments which can separate organic waste and inorganic waste, the reflective decals which can lighten at night and especially the solar power which can be converted into electricity supply for phone charging. The storage capacity is also increased to store a larger amount of garbage. In addition, smart trash bins in Hue are also designed with dark gray color to make their appearance much more harmonious in poetic ancient imperial city of Hue.



*New function of smart trash bins is the solar power which can be converted into electricity supply for phone charging.*

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Mr. Hiroyuki Saito, General Director of Bridgestone Vietnam, said that: *"In spite of the rise and fall of history, Hue has always been a charming, peaceful and romantic land. Bridgestone Vietnam would like to contribute itself being a part of a long-term plan to help people and authority of Thua Thien Hue maintain the beauty of Hue by coming up with more environmental technological initiatives. Most of all Bridgestone Vietnam wants to raise local people's awareness and specially domestic and foreign tourists about environment protection. We should join hands with each other to keep Hue's heritage green, and clean for being long-lived, and above all to keep Hue city green, and clean for a better life"*.



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Mr. Le Huu Minh, the representative of the Thua Thien - Hue Provincial Department of Tourism, said that: *"We look forward to continuing to receive the support from Bridgestone Vietnam LTD, Co. as well as from other authorities, corporations and local communities so that we can together make Thua Thien Hue City become one of most green, clean and amazing destination in Vietnam and all over the world as well"*.

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