

## Accompany Vietnamese students – Nurturing "Heart" and "Talent"

*Ho Chi Minh City, October 08th, 2018 - Bridgestone Tire Sales Vietnam Ltd, Co. (Bridgestone Vietnam) has officially launched the programme "Accompany Vietnamese students" (2018) targeting college and university students in Ho Chi Minh city. Within this programme, Bridgestone Vietnam and partners have developed a series of activities including orientation workshops and a competition seeking innovative social project ideas. This programme aims to create a platform where students can develop the right mindset for success in life and, therefore, strengthening their "Heart" and "Talent" for their future career path.*

### **"Heart" – a critical element during youth's preparations for career and life**

"How to successfully apply for a job?" or "How to be successful in life?" are always the top-of-mind questions among students. To address these concerns, various orientation workshops and training courses on learning and working skillsets has been organized. However, those workshops only begin to scratch the surface. The underlying fundamental is to build up a right mindset and attitude towards everything and everyone – the HEART for the betterment of society.



*Though "Accompany Vietnamese students", Bridgestone effortfully finds and nurtures young generation who have talent and heart*

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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.*

Hearts of youths unveil in every aspect of life: Their thoughtfulness and responsibility for assigned jobs, caring actions to the community where they live and work, and habits to protect the environment. Only by self-developing with both element – “HEART” and “TALENT”, youths can in fact gain success in career and life and furthermore, proudly represent Vietnam in international playgrounds.

### **Bridgestone to be a companion with Vietnamese students – Nurturing “Heart” and “Talent”**

Being a company putting a high priority on social responsibility and “Serving Society with Superior Quality” as its fundamental business philosophy, Bridgestone Vietnam is committed to nurturing the young generation. To achieve that mission, Bridgestone Vietnam has been developing and organizing the project “Accompany Vietnamese students” since 2011. Through the 7-year journey, starting as a competition with 300 student participants, the programme has been growing and disseminating its meaningful message to over 70.000 students nationwide.



*Along the 7 years journey, the program is always welcomed by nationwide students with their excited participation*

2018 is a big milestone of the programme in terms of scale, content and format with the aim

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of providing a better platform for students to obtain knowledge and skillsets. This year's programme marks Bridgestone's journey of 7 years thriving to nurture and inspire Vietnamese youths, and also opens up a head start for the 8th year of expansion.

With the mission to positively influence the future of the youth community, "Accompany Vietnamese students" 2018 project includes: Workshop series fostering mindset and attitude orientation as well as encouraging sustainable lifestyle, and "Build yourself, build the future of society" competition – an intellectual playground to help young students develop and execute ideas for social projects. In addition, this year's programme "Accompany Vietnamese students" widely promulgated to city-wide students through strong cooperations with impactful organizations and bodies such as UNESCO-CEP, G.A.P Institute, Ho Chi Minh City Economics University and other big universities.

Mrs. Duong An Giang, General Manager of Bridgestone Vietnam emphasizes: *"At Bridgestone Vietnam, we always appreciate the potential of young generation. A generation possessing both "Heart" and "Talent" will be the most sustainable foundation for Vietnam's development, bringing opportunities for Vietnamese to become internationally competitive. Therefore, Bridgestone Vietnam is very proud to accompany the journey of inspiring Vietnamese students throughout the 7-year journey of "Accompany Vietnamese students" project. In this 8th year, Bridgestone Vietnam hopes that the programme will continue to receive enthusiastic support from students so that we can together foster a young Vietnamese generation with profound knowledge, excellent skills and the "Heart" mindset focusing on responsible community living."*

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