

When human factor is the core of CSR activities

Hai Phong, October 31, 2018 - Bridgestone Tire Manufacturing Vietnam LLC. organized the Olympic Sport Day and Blood Donation Activity for factory employees. Within the Sport Day, the exciting physical activities and the humanitarian blood donation program were strongly advocated by participants to spread the positive spirit and the deep social concern to factory staffs and employees' community. It is one of the practical activities of Bridgestone Vietnam as the global Olympic Partner to integrate the spirit of the Olympics into corporate social responsibility programs. The objective of the implementation is not only to create lasting values for factory staffs, employees or Haiphong people but also to benefit Vietnamese in the long-term.

As a member of the Bridgestone Corporation in Japan, Bridgestone Tire Manufacturing Vietnam LLC always values the corporate social responsibility (CSR) programs in business. Bridgestone Vietnam regards CSR as the social responsibility, ethical business commitment and the contribution to develop the sustainable economic development and to enhance the quality of life for employees and their family in particular and for their community as a whole. To materialize the mission - "Serving Society with Superior Quality", Bridgestone Vietnam always focuses on the companionship and support for Vietnamese lives, firstly for the factory staffs, employees and Hai Phong people.

Throughout the years, Bridgestone Vietnam has continuously contributed to the development of human resources training, to strengthen the contribution to society and to solve both overwork and underemployment in Vietnam. Moreover, every year, Bridgestone Tire Manufacturing Vietnam LLC always benefits the local community in many practical forms such as building eco-playground with recycled tires; showing the caring and support by building

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.

charity houses and giving many meaningful gifts; offering free meals to share patients' financial burden to give them more motivation in coping with illnesses.

Since 2016, Bridgestone Corporation has become the official partner of the Tokyo 2020 Olympics. On this occasion, Bridgestone Vietnam incorporated the spirit of the Olympics into its corporate social responsibility programs not only to create lasting values for factory staffs and employees or Haiphong people but also to benefit Vietnamese in the long-term.



Olympic spirit has been skillfully integrated into each section

With human factor as its core, this year's CSR program of Bridgestone Tire Manufacturing Vietnam LLC started with a series of physical activities such as running competitions, football matches... to convey the message of exercising for health, forming the “dream big and make it happen” mindset and breaking through their self-imposed limits. Especially, the blood donation for the patients at the Vietnam Czech Friendship Hospital is the following meaningful activity. These practical activities followed meaningful activities, expressing the caring and sharing for the local community of factory staffs and employees.

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.



Factory staffs and employees enthusiastically participated in blood donation program for patients in Vietnam Czech Friendship Hospital

Sharing about the meaning of the program, Mr. Takeshi Sugiyama - General Director of Bridgestone Tire Manufacturing Vietnam LLC said: "At Bridgestone Vietnam, all CSR activities should be, first and foremost, for employees of the company and local residents. Based on that reasoning, we organized the Olympic Sport Day and Blood Donation Activity with physical activities and a humanitarian blood donation program for factory staffs and employees. We believe that only with good health, positive thoughts and the caring and sharing for the community, can Bridgestone Vietnam employees produce the best quality products to serve society. Since August 2017, Bridgestone Tire Manufacturing Vietnam LLC has officially supplied "Made in Vietnam" tires for Toyota Innova assembled at TMV factory - Phuc Thang ward, Phuc Yen town, Vinh Phuc province. In the near future, Vietnamese consumers will be able to use "made in Vietnam" tire products - that is how we show our gratitude and contribution to the prosperity of the industry in particular and the Vietnamese economy as a whole."

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.



It is not only the physical race but also is the symbol of solidarity

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.