

VIA optronics Newsletter – 08.2017

VIA Suzhou's CSR efforts

Corporate Social responsibility (CSR) roots in VIA optronics' business culture. By the end of July 2017, a group of employees from VIA Suzhou, led by COO Rick Bu, went to visit the villagers in the poverty-stricken Guhe and Chenxiaozhai villages, which are in Anhui province, over 600 kilometers away from Suzhou, where the company locates.

The goal of this visit is to help the 20 children and 10 poorest families, providing them with prepared goods. The children in Zhanglaozhuang Primary School accepted donated books, toys and stationary from VIA Suzhou's employees, as well as some presents, such as table lamps and umbrellas. On the next day, VIA employees visited the village administration, helping the 10 poorest families in the region. We distributed the prepared goods and handed them into the villagers' hands, who need urgent help.

"Solutions for a better life is our motto. Our efforts this time are only a beginning and we consider helping more villagers in the future." said Rick Bu from VIA Suzhou. China Daily reported on VIA optronics for this visit. Please click below to read the article.

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