

NEPAS and FXB International launch country-wide Road Safety Campaign in Yangon

Yangon, 26 February 2018 – National Energy Puma Aviation Services (NEPAS) and FXB International held a launching ceremony today for their joint Road Safety Campaign, which will be rolled out across ten locations in Myanmar over the next three years. The campaign is sponsored by NEPAS as part of its Corporate Social Responsibility (CSR) and rolled out by FXB International, a non-governmental organisation (NGO) specialised in community development. The aim of this joint initiative is to make road users' behaviour safer and more responsible, especially pedestrians and two-wheel drivers. The campaign will improve the visibility and security of vulnerable road users by distributing free reflective items to be worn on and along the road. In parallel, educational and entertainment activities will enhance people's awareness of road safety rules, with a focus on children and youth.

"Over the past decade, the number of cars in Myanmar has increased more than two-fold. Today the WHO estimates that more than 29 people die on the road each day in this country. As an energy company that is fuelling people's journeys in Myanmar, we take road safety very seriously. That's why we are dedicated to raising awareness of what constitutes safe road behaviour among children, youth and remote and vulnerable communities," said Gary Fisher, General Manager of Puma Energy Myanmar.

The campaign will be rolled out over a three-year period around 10 locations where NEPAS is operating in Kachin State, Shan State, Rakhine State, Yangon Division, Nay Pyi Taw, Taninthayi Division and Mandalay Division. Every year, motorcycle helmets and reflective backpacks, high-visibility caps, belts, keyrings and stickers will be distributed for free in primary and secondary schools, vocational training centres, high schools, bicycle and motorcycles shops, monasteries and other community centres.

"Road deaths are a serious scourge in the country, disproportionately affecting rural communities and young people. That is why community leaders and influencers will be specifically trained by FXB to help circulate key messages in schools and communities, namely through inclusive theatre performance," said Dr. Cho Cho Mar Kyaw, Country Director of FXB Myanmar.

Dr. Maung Aung, Secretary of the Yangon Region Transport Authority, opened the ceremony underlining how the increasing number of cars in Myanmar these past years has led to a rising death toll. He expressed gratitude towards the NEPAS-FXB awareness campaign and advised that participants should help spread the word through their families and friends.

During the launching ceremony, an interactive educational play was performed for more than 200 students from the National University of Arts and Culture in South Dagon, Yangon. Campaign materials were also distributed to all.

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About National Energy Puma Aviation Services (NEPAS)

NEPAS (National Energy Puma Aviation Services) is a joint venture between government-owned Myanmar Petroleum Products Enterprise (MPPE) and Puma Energy for the distribution of aviation fuels throughout Myanmar. On 24 September 2015, Puma Energy formally entered into the joint venture with MPPE. MPPE holds 51% of the shares of the joint venture and Puma Energy holds the remaining shares. In November 2015, NEPAS started refuelling operations at Yangon International Airport and by July 2016 we were operating at another 11 airports nationwide.

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About FXB International

Created in 1989, FXB International – Association François-Xavier Bagnoud – is present in 13 countries around the world, with a team of 500 staff. The international NGO positively impacts hundreds of thousands of lives annually through its programmes. Over the years, more than 18 million adults and children have benefited from FXB's presence in their communities.

Present in Myanmar since 1992, FXB is recognised as an International Non-Governmental Organisation (INGO) by the Republic of the Union of Myanmar. For over a quarter of a century, FXB has developed programmes related to Health, Protection, Education, Vocational Training and Incoming Generating Activities. FXB has also organised several HIV/AIDS, anti-human trafficking, reproductive health and gender campaigns in Myanmar, and undertook emergency and reconstruction operations following floods and cyclone Nargis.

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