



DESTINATION ASIA myanmar cyclone appeal

08 May 2008

Burma is facing a humanitarian crisis and needs our help. As we have seen and read in the world's media the country has been hit by its deadliest cyclone in a century.

The death toll is currently at 22,000+ with 41,000 listed as missing and up to 1 million of its citizens homeless. These figures, already startling by any imagination, are likely to climb even higher as further news is filtered out of the country.

The situation is desperate. Even though foreign aid is now starting to trickle in it will be some time before any of this is distributed to the people in need. Foreign governments are willing to give more but remain restricted by Burma's bureaucracy.

That is not to say nothing can be done. It can.

Destination Asia has collectively distributed USD15,000 to aid the people of Rangoon. With our offices in Burma, our General Manager, Phyu Su, is able to take these funds and distribute them immediately to the people that need it the most. No paper work, no rules or regulations, no channeling through an Aid agency. Just getting funds and supplies to the people that are suffering. With a collective team of operations staff, guides and drivers, Phyu Su is able to carefully monitor the distribution of these funds to ensure it reaches the right people for the right purpose.

We are not naive to think our contribution will make a huge difference to everyone that is suffering in Burma but we do know it will make a difference to those people that we can reach.

HOW YOU CAN HELP -

Many of our clients have already asked us how can they assist and make donations to the many people in need of financial assistance in Burma. We are most gracious for these extremely kind gestures and are pleased to advise that Destination Asia has now set up its own fund for this very purpose.

As some may be aware it is extremely difficult to remit foreign currency into Burma on any occasion, even in times of distress. Therefore, we have taken the liberty of asking our local partner in Rangoon to immediately dispatch any donation received on our behalf and Destination Asia will transfer your donations through our normal Burma financing methods. This will save much needed time in order to distribute the funds to the people that need it most ... and quickly.

Any contribution will be handled diligently by Destination Asia and will be dispatched immediately upon receipt. Time is of the essence. If you would like to make a donation please kindly wire transfer funds to the following account:

Account No. 502-413826-201
Name: **DESTINATION ASIA LIMITED**
Swift: HSBCHKHKKH
Hong Kong & Shanghai Bank
Head Office, Queens Road, Central
Hong Kong

Please note on your telegraphic transaction form : **Cyclone Relief Fund.**



Destination Asia will be pleased to advise you on how your funds are distributed.

a word from James Reed . . .



Burma is a country of stunning beauty , mystical culture ... and a peace loving people of deep Buddhist faith . This week a terrible tragedy has struck the country and the Burmese people ... and they need our HELP. For the last 40 years Burma has suffered economic depravity and stagnation with a resulting decrease in standard of living including substandard health support, creaking infrastructure and general lack of opportunity for its young generation, but still these calm and loving people persevere and move on with life in the hope that one day their world will get better. Sadly , yet again Burma has be hit with a natural disaster of immense proportions.

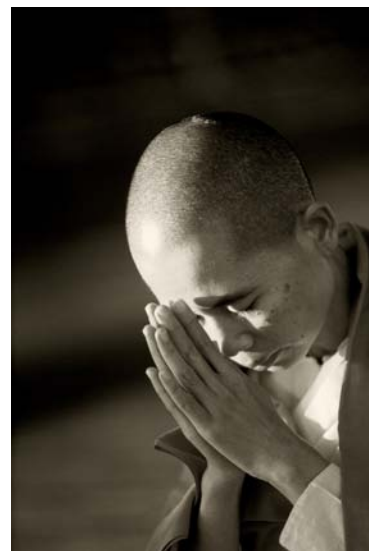
You have all seen the scenes on tv : entire villages wiped out, survivors wandering aimlessly for help, any help and growing worries that post Cyclone health problems - namely water born diseases - will compound their misery. After the crushing of the September 2007 monks rebellion, the house arrest of the Nobel laureate Aung San Sui Kyi for 12 of the last 16 years and almost no development in jobs or infrastructure ... we all thought it could not get any worse .. yet the Cyclone of earlier this week has dealt a blow of Biblical proportions. It is a pain that we all share and as a Company with a long tradition in Burma, we feel a deep and personal obligation to help the Burmese people in any way we can. The Burmese people do not deserve to be on the receiving end yet again of a major disaster that is presenting them with life threatening challenges.

I am personally asking you to take 5 minutes to imagine the life threatening disaster that has struck Burma and contribute donations to the Destination Asia 'Cyclone Relief Fund' ... any amount is appreciated. All donations will go to the people of Burma as Destination Asia will cover all administration and legal costs.

We cannot bring life back to the dead , but emergency funding CAN ensure that the sick and wounded survive ... especially the fragile like infants and children and the elderly . Please help us to bring HOPE back to the Burmese people.

Thank you.

James Reed
CEO/Group Managing Director
CEO-Destination-Asia@bigpond.com



www.destination-asia.com