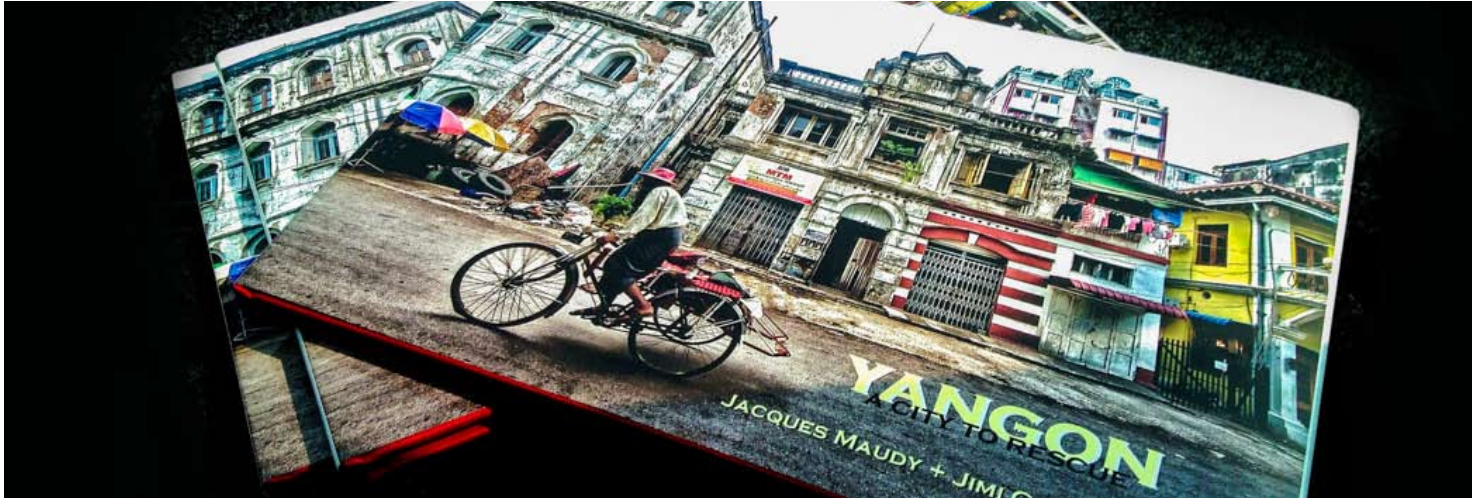


# Yangon, now a city the whole world can see.



## Challenge

Jacques Maudy & Jimi Casaccia were looking to publish a book showcasing their stunning images of Yangon, Myanmar's (formerly Rangoon, Burma) rich cultural heritage. The challenge was to get the books printed within a tight time frame, keeping costs at a minimum without compromising on quality. The project also had a unique requirement for delivery to Australia, Thailand and Myanmar.

## Solution

Using their Industry knowledge and database of trusted suppliers Paradigm were able to match this project with a suitable production process and supplier. The supplier was based in Singapore which expedited delivery to all three international destinations. Last minute revisions were done on the spot saving time whilst the step by step review and approval process gave the clients peace of mind with the progress of their project.

## Result

Political unrest in Myanmar presents a challenge to delivering goods under the best of circumstances. Our Singaporean supplier's previous experience in shipping to Yangon port meant Paradigm were able to get the books delivered on time and within budget.

