

PlanoStarCourier

Plano-based ESI to send emergency shipments to Bangladesh

By Neel Trivedi, Staff Writer
Dec 19, 2007

Following the cyclone that hit the southern coast of Bangladesh in November, more than 3,000 people were killed and thousands were left homeless, needing immediate emergency relief. Several organizations stepped up to help. MediSend International is one of them.

MediSend International, a humanitarian organization based in Dallas, will send out a shipment of two 40-foot ocean-going containers of emergency relief today to Bangladesh. The containers carried medical supplies and equipment such as stretchers, gurneys, and IV poles.

Nick Hallack, president and CEO of MediSend International, said, “You can call this a life-saving mission. The shipment will make an immeasurable difference.”

Hallack said Bangladesh was a poor country to begin with and after the cyclone, the lack of clean water and healthcare makes it even a worse situation. The cyclone, known as cyclone Sidr, was reported as the worst cyclone in the last 10 years.

The shipment is funded by Plano-based Estech System Inc. (ESI), a manufacturer and distributor of communications system.

Eric Suder, founder and CEO of ESI, said in a statement that everyone talks about emergencies when they happen but no one thinks about the aftermath.

“The misery and devastation goes on long after those affected,” he said. “We strive for what’s been called success with significance, by being socially responsible.”

Hallack said, “Basically Eric asked me, ‘Which countries don’t have oil or natural resources? If it’s not a premier country, I’ll help them.’ They’re [ESI] a wonderful sponsor.”

ESI collaborated with MediSend International for the first time in 2005 to send medical supplies to Tsunami victims in Sri Lanka and Pakistan.

“They [ESI] immediately came to the emergency,” Hallack said. “And when the cyclone hit Bangladesh, they said they’ll help out, but this time they’d like to help out in the long term.”

Today’s shipment is the first of two shipments to be sent to Bangladesh, Hallack said. “There’s a commitment for a second round in February 2008,” he said.

Residents who wish to contribute can help out by mailing tax-deductible contributions to ESI Disaster Relief Fund, P.O Box 940963, Plano, Tx 75094-0963.