



## The sight and sound of SUCCESS

Electronics & Engineering Pte Limited

“From small beginnings come great things” – this proverb encapsulates the story of Singapore, as well as Electronics & Engineering Pte Ltd (E&E). What started out as a humble one-man set-up, focussed solely on cinema installations, grew to become the region’s leading solutions provider for the design and installation of professional sound systems, with numerous prestigious projects under its belt. E&E’s list of prestigious projects is long, but includes among the many Marina Bay Sands, Esplanade – Theatres on the Bay, Singapore Sports Hub, Gardens by the Bay, Hard Rock Café, Khoo Teck Puat Hospital, La Salle College of the Arts and St Andrew’s Cathedral.

E&E’s story began with the enterprising spirit of its founder, Mr Goh Kiok Chuan. Throughout its six

decades of operations, the company has lived by its principles – hard work, diligence and perseverance – to overcome challenges and maintain its position as the foremost supplier of professional audio visual solutions.

The seeds for E&E’s success were sown in 1951 when Mr Goh and two close friends formed a company to tap on the popular trend of the time – radio and cinema – and began importing portable electronic tube radios, radio parts and WISI antennas from Germany. Unfortunately, the business did not fare well. With the rise of the cinema industry in the 1950s, Mr Goh decided to focus the business on his first love, cinematic projection. Having no interest in cinema, Mr Goh’s two partners chose to buy

themselves out and Mr Goh became the owner of a sole proprietorship. Little did he realise at the time that his prior stints as a cinema projectionist at Shaw Brothers and a technical manager at a film production and distribution company in the 1930s and 1940s had laid the foundations for the future of E&E, and he worked hard to see his business prosper.

The company’s first big break came in 1959 when it secured a sole distributorship for National Carbon, which manufactured carbon rods, the light source for the cinema industry at the time. E&E’s good work paved the way for more products and projects and soon, the company built a name for itself as a specialist in refurbishing cinema projection equipment, and a main supplier for local cinemas, including Cathay Organisation.

Mr Goh’s passion for cinema saw him grooming his eldest son Ronald for the business. He sent Ronald to a Technical School for his secondary education even though he was already enrolled at Raffles Institution. After graduation, Ronald continued his technical education for more than three years at Singapore Polytechnic. Having been born into the business and with his technical background, Ronald was able to fit into the E&E business perfectly. Despite Mr Goh’s efforts, Ronald found the cinema installation business – with its cookie-cutter type installations – boring. Instead, he chose to go into professional sound reinforcement systems, an area that he found more challenging. In the early 60s, Ronald installed the first Discotheque in Singapore, the Gino’s Ago Ago above Ginos Italian Restaurant along Tanglin Road. The disco fad was catching on at that time and he was commissioned with a series of disco-related projects, including Barbarella at Ming Court Hotel and Lost Horizon at Shangri-La Hotel in Orange Grove Road.

In time, the father-son duo started pitching for bigger projects and, in 1972, they won a major tender for the National Stadium. They installed the outdoor and indoor sound reinforcement systems designed by renowned acoustic consultant, Dr Jacek Figwer of BB&N from Boston, Massachusetts, USA. It was the first time that E&E had had the chance to work with an international consultant and it proved to be an enriching experience.



*Working together, Mr Goh and his son Ronald have grown the business from a humble one-man setup focused solely on cinema installations to become the region’s leading solutions provider for the design and installation of professional sound systems.*

At the same time, Indonesia’s movie industry was seeing a surge in 35mm Dolby stereo and surround sound system and 70mm movies with its six-track magnetic sound and E&E jumped at the opportunity to develop and expand its services overseas. Installing an average of two cinemas in Indonesia per week for several years, the company grew rapidly.

The years passed and E&E continued to secure more prestigious projects, both locally and abroad. These successes have better positioned the company to widen its offerings and expand its overseas reach to include not just Malaysia and Indonesia but also India and Vietnam. One of the company’s defining moments was being awarded the contract for installing the sound system in the inaugural Hard Rock Café Singapore in 1990. Over the next two decades, E&E installed High Power stage performance sound systems and Fore Ground Music System for more than 26 Hard Rock Cafes in major cities all over Southeast Asia.

*By staying true to its corporate philosophy of delivering excellence in everything it does and “Getting It Right the First Time”, E&E has raised the bar in the entertainment industry.*

The beginning of a new millennium saw the addition of Gary, Ronald’s son, to the company. His entrance heralded a new chapter for E&E. In 2010, the company’s strong reputation and long history helped to secure the iconic Marina Bay Sands Singapore project. It was a massive undertaking; E&E was responsible for all the AV and MATV systems, as well as the supply and installation of 7,000 ceiling and wall-mounted speakers for background music and sound reinforcement system. The company was also in charge of providing and installing audio systems for the 2,000-seater Grand Theatre and 1,600-seater Sands Performing Arts Theatre.



*Ronald’s passion for professional sound audio systems has seen him scaling the business to even greater heights.*

Another historic milestone was the awarding of the Singapore Sports Hub project in 2014. This was a great homecoming for the firm, considering that it had also installed the sound system for National Stadium back in the 1970s. E&E was in charge of outfitting the sound system as well as the giant video displays for the entire facility, including its Sports Hub Stadium, OCBC Multi Purpose Indoor Arena and OCBC Aquatic Centre.

Throughout its long history, E&E has had to make some hard decisions. It terminated its relationship with Altec in the mid-90s when the company was bought over by Mark IV. After more than 40 years of representing Mark IV in the region, E&E moved on to work with the Harman Group. However, that collaboration failed too and E&E went on to work with the Loud Technologies Group, which owns the Eastern Audio Works (EAW) and Mackie brand.

With the emergence of IT, E&E continues to forge ahead by employing capable young employees, and providing technical and leadership training to remain at the top of the industry. This has enabled the company to live up to its mission statement of offering the best services and expertise to the complete satisfaction of its customers.

By staying true to its corporate philosophy of delivering excellence in everything it does and “Getting It Right the First Time”, E&E has raised the bar in the industry. And as Singapore sets its sights on strengthening its position as a global entertainment hub, E&E will remain an important player behind the scenes. ■