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LEIF WITTE

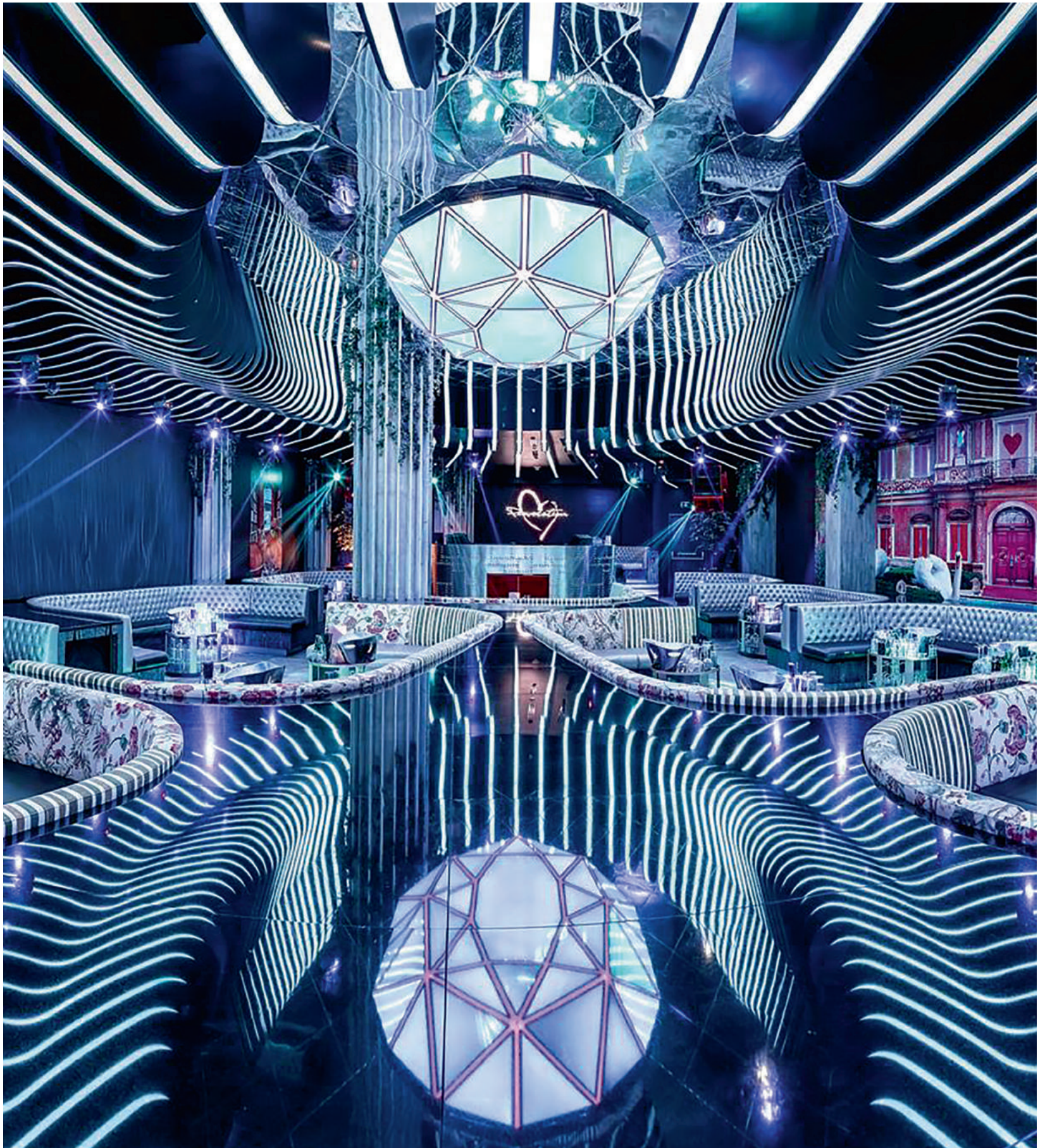
ASC's Managing Director discusses the company's growth.

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ELECTRONICS & ENGINEERING | WAREHOUSE & LOGISTICS CENTRE

It doesn't seem like five minutes ago since I was in Singapore celebrating the 60th anniversary of Electronics & Engineering (E&E), but that was actually in 2011. To celebrate the company's 65th anniversary, 2016 kicked off with the opening of a new warehouse and logistics centre in Tuas, an industrial area of Singapore.

Distributor of EAW, Allen & Heath, Shure, Symetrix, Ashly, Powersoft, Clear-Com and Apex, E&E is headquartered in Singapore, but also has branch offices in Malaysia, India, Indonesia and Vietnam. The company is a renowned solutions provider founded by the Goh family, currently being headed by Ronald Goh, the second generation but with the reigns being passed along to his son, Gary Goh, very much in line with this

company expansion.

Located 30km from the main office on Outram Road, the new 3,000 sq metre warehouse and logistics centre has been in the making for almost 18 months. And although Ronald was dubious about the location initially, he was soon convinced after seeing the long-term plans for the area. He said: "I have seen the master plans for the Tuas area and it's going to be massive.

The plan is for it to be a city within a city and it'll be home to a number of shipping companies." E&E had to tender for the plot of land but once secured set about the design. The two-storey building comprises four separate seven metre high dehumidified clean-air warehouse spaces, which are served by a five tonne capacity goods


lift. The loading bay is equipped with dock levellers and can accommodate four container trucks. The building also houses our engineering workshop arm, Eng Kong Engineering Works, which is equipped with a three tonne travelling hoist. There are also two levels of office space, a multi-purpose area, a dormitory and an open-air space that houses solar panels and cooking facilities.

The new centre has implemented a racking system and a barcode system for all the equipment, which is the best way to keep track of stock, particularly now it is split between two locations. It also makes the process of loading and shipping quick, straightforward and efficient. "We are very pleased to be celebrating another milestone with



the opening of our new warehouse and logistics centre which will facilitate our expansion plans for our business in the region,” commented Gary. In terms of this building as a whole, for the company it means having the ability to take on multiple large projects simultaneously, which will ultimately increase turnover and profit. The company is continuing to move forward with a board of directors, which includes Gary and Joe Fong - a long term employee of E&E - and Ronald is clear this will be the driving force of the future. Ronald has a theory that the company celebrates a significant milestone every five years, with the opening of the new facility being the said event in this five-year period. Although he also says it is difficult to predict what the next landmark might be. “I believe that if we continue to do what we do and have the support of God, the right thing will happen for us,” he said. “In 2016, we will be doing some work overseas, but beyond that, I can’t predict. Come back in 2021 and we’ll talk again!”

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