

enabling ENTERPRISE **n**ews

January 2010

STELLAR PERFORMANCE AGAINST THE ODDS

Local enterprises bulk against the economic downturn to deliver admirable results.



G LINK EXPANDING MARKETS THROUGH CERTIFICATIONS

G Link explains how securing certifications has strengthened their competitive advantage in the global market



TRANSFORMING A PASSION FOR HEALTHY LIVING INTO A BUSINESS

Sukha House tells how SMART is helping them to formulate a roadmap to build capabilities in key business areas

EXCELLING WITH INNOVATION AND INTEGRATION

From a three-man lorry-driving team providing basic transportation services back in the early 1970s, Samwoh has morphed into a conglomerate of over 20 companies servicing the construction industry. While transportation and logistics still remain part of its services, the corporation today focuses on a much bigger picture with four main divisions of business: constructor for civil and infrastructure works; materials supplier to the construction industry; sustainable materials supplier; and manufacturing of construction products.

Top of the 2009 E50 Award list, Samwoh owes its success to two key strategies: Integration and Innovation. By adding to its business over the years to expand its services to cover the gamut of civil engineering and construction industry needs, Samwoh has become an integrated, one-stop solution to the entire industry. Not having all its eggs in one basket is a key reason why Samwoh has been able to weather the downturn, as Mr Elvin Koh Oon Bin, Managing Director for Samwoh explains, "Shortfalls in one business area can be compensated for by the strengths in another."

Samwoh's commitment to provide innovative technologies, excellent products and services, and competitive pricing has made them the market leader of their fields. Their move to become an integrated player in the civil engineering sector also came at a time when there was a growing demand for a one stop supply and service provider for civil engineering needs. This reduces the need for their customers to interface with many parties, thereby resulting in greater convenience. Such flexibility and timely reaction to their customers' needs has enabled Samwoh to maintain their competitiveness and relevance in an ever-changing landscape.

Samwoh also constantly look for new technologies and innovations to improve and grow their business. With its edge in civil engineering, continuous introduction of new techniques and products, the company is well positioned for the growth in the civil engineering sector. The sector is highly promising with a slew of long term projects slated to be introduced by the public and private sectors.

With the support of Ministry of National Development (MND) research fund,



Samwoh has recently embarked on an ambitious and forward-thinking project to build a first building structure in the region from up to 100% recycled concrete aggregate (RCA) - the Samwoh Eco Green Building. The building would be home to the Samwoh R&D Centre.

"In the past, when buildings were demolished, the rubble was either discarded or used for land filling. But today, through our extensive R&D work, we have found ways to recycle the waste to produce RCA to replace natural aggregate for structural concrete," explains Dr Ho Nyok Yong, the Technical Director of the company.

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→ Mr Elvin Koh oon Bin (above),
Managing Director, Samwoh

A groundbreaking accomplishment in modern construction and design, Samwoh Eco Green Building sets a positive direction for sustainable design for the future - a future where nothing need go to waste.