Opportunities amid crises

Tat Hong CEO and president Roland Ng tells MANO SABNANI how it has built a strong presence in key markets of the region.

The group has been aggressively expanding its footprint in Australia and China through acquisitions and joint ventures.

In November 2010, Tat Hong acquired a 70 per cent interest in Firestall Equipment Australia, which operates a well-established fleet of transportation, planning, loading and lifting services for all types of loads across various industries in Australia. Firestall also has the权益 to acquire several 200-tonne wheeled transportation equipment, such as self-stra and all-terrain cranes, rough terrain, rubber-tired and lattice boom cranes, prime movers and trailers. Recently, Tat Hong’s acquisition of Cline Transport Equipment Pte Ltd completed the acquisition of a 70 per cent stake in the East Asia, a trader and rental provider for foundation engineering services in South-t and Asia, and its leasing and sales division is now firmly established in Malaysia and Singapore to service the demand for purpose-built machinery in South-east Asia. In December, the group has also acquired 100 per cent of construction and engineering equipment and services, Tutt Bryant Equipment Pte Ltd, to expand into the equipment hire and rental business.

Growing forward, the group’s management team will continue to seek new opportunities for the group to expand into more regions and new markets.

Mano: What would be the key learning points for people in your company’s organisation?

Roland Ng: The key learning points for people in our organisation are to be open-minded, to accept changes as new opportunities, to think and act on any potential market opportunities in the near future. In this regard, we will continue to invest in human capital as we maintain our leading position in the market.

The group’s market presence in the region.

Mano: What could go wrong with the group, given the many risk factors in their business areas?

Roland Ng: The group is in a position to weather the storm as it has diversified its business across various regions and industries. The group has also diversified its business across various regions and industries.

The group has a strong franchise and a ready market for any potential market opportunities in the near future.

Mano: What does Tat Hong Holdings Ltd’s recent acquisition of East Pte Ltd, a trader and rental provider for foundation engineering services in South-east Asia, mean for your company?

Roland Ng: To expand into the equipment hire and rental business.

In tandem with this, we also took calculated risks during challenging times. It’s not about being contrarian to adversity, when it made business sense. A good leader must be able to give in to what we see, not just a profit target.

That period was indeed a turning point where we focused more on internal processes, the ability to create value, and risks during challenging times. Today, we are more focused on our business operations and the way we do things.

Business equipment in Australia and China, through acquisitions and joint ventures. Within three decades, Tat Hong has become a market leader in equipment hire and rental, and a well-established Chinese company, including construction, engineering, infrastructure, mining, and natural resources.

The group is looking forward to the future as it continues to expand its business across various regions and industries.

Mano: What are your strategies for continued success in your industry?

Roland Ng: One of the factors that keep your group growing?

Another success factor for Tat Hong would be its notable trait of going against the flow during times of adversity, when it made business sense. A good leader must be able to give in to what we see, not just a profit target.

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