




# TAI SINELECTRIC LIMITED

## CORPORATE PROFILE







EMBRACING

# DIGITALIZATION

Our ongoing drive to transform our capabilities, expertise and solutions functioned as a bulwark against the sweeping changes arising from the challenges for the year. We were quick to leverage on the changes and built on our momentum to innovate and achieve new milestones in our digital transformation journey. With our core augmented and new engines of growth in the pipeline, we are energised for the future.

# OUR STORY

Tai Sin Electric Limited was established with the foresight and determination as a cable manufacturing business in 1980. Today, after over 40 years of strategic expansion and diversification, Tai Sin has emerged as a leading and trusted Industrial Group in Southeast Asia.

Presently known as Tai Sin Electric Limited Group of Companies, the business is streamlined into four Business Segments, namely Cable & Wire (C&W), Electrical Material Distribution (EMD), Switchboard (SB) and Test & Inspection (T&I). These segments are well designed to meet the specific needs of our diverse customers ranging from end-users to contractors, manufacturers, system integrators, engineers and consultants. The business mix of the segments has allowed the Group to continue to achieve growth during difficult times.

## MISSION

**We are committed in contributing to a safer tomorrow through our products and services. We believe in sustainable development for our business and people, while protecting the environment and contributing to society.**

## VISION

**To be a leading Industrial Group that contributes to a safer tomorrow.**

## CORE VALUES

### **INTEGRITY**

We treasure loyalty, uphold honesty, and practise good business ethics.

### **RELIABILITY**

We uphold service excellence, take pride in our product quality and ensure commitments are duly fulfilled.

### **UNITY**

We embrace teamwork, harmony and mutual respect with our customers, suppliers, and employees.





# A LEADING INDUSTRIAL GROUP IN SOUTHEAST ASIA

## OUR NETWORK

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Tai Sin Group of Companies operates a highly successful network distributing electrical and control products, accessories and solutions to a wide range of local and regional industries which includes Malaysia, Vietnam, Brunei, Indonesia, Myanmar, Cambodia and the Philippines.

# | SUSTAINABILITY

## PRODUCTS THAT PROVIDE SAFETY

Our diverse range of products are in line with our strengths in providing reliability in areas of electrical and industrial safety protection. Products such as fire resistant cables, molded circuit breakers, safety sensors and personal protection equipment uphold the highest practical standards for our customers' use.

## PRODUCTS THAT ARE SAFE TO USE

We are committed to making sure our products meet the highest standards for safety and quality through our stringent manufacturing process. We also ensure that all other products we represent come from a reliable and reputable source, and comply with international quality and safety regulations.

## SERVICES THAT PROVIDE SAFETY

Our test and inspection service provides reliable and accurate testing, an integral part in ensuring that the condition of the facilities will be safe for use by both businesses and the public.





# | OUR PRODUCTS



**LOW VOLTAGE CABLES**



**MEDIUM VOLTAGE CABLES**



**INSTRUMENTATION CABLES**



**FIRE RATED CABLES**





**WE BUILD**

# EXPERIENCES

At Tai Sin, we are committed to upskilling our workers to keep up with workplace transformation. We have adopted workplace learning, including micro-learning, and setting up an On-The-Job Training Centre to develop customised training content for upskilling of their workers in the group.

## **TAI SIN ELECTRIC LIMITED**

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