



PROTECTING PROPERTIES, SHIELDING LIVES

MR IVAN TAN
CAE ENGINEERING PTE LTD



Top tier products meets tailored solutions - coupled with excellent service. This about sums up the unique offering of CAE Group's fire protection systems. When it comes to protecting lives and property, CAE is at the frontline as the industry leader.

CAE Group is a one-stop solution for fire safety protection, providing complete and customized fire safety systems for a diverse range of buildings - including commercial, residential and industrial projects. CAE also supplies and installs fire pump controllers, valves, skid packages, various pumps and complementary accessories.

Today, the company works closely with Singapore Civil Defence Force (SCDF), Singapore Fire Committee, SETSCO, consultants, homeowners and also the Housing Development Board (HDB) to provide updated and cost-saving solutions in improving Fire Safety practices.

Founded by Mr Ivan Tan, CAE started out as a humble one-man operation, offering Fire Electrical Control Panels solutions. With a strong working experience in a multi-national company specialising in fire pedestrian controllers, Ivan was able to use his know-how to build CAE from ground up. The company also works with several top brands in the industry and adheres to stringent international certification standards.

"In the early days of running the business, I rented a very small workshop where the lift often broke down. It was a solo operation... The challenge came not just from selling the products, but also from convincing

customers that our product was capable of protecting their lives and their assets," said Ivan. It was through sheer gritty perseverance and the building of strategic business relationships that helped the company take off and gain momentum.

CAE now runs its operations and testing in its own factory to ensure only the best standards and quality in all their client solutions. A team of dedicated project managers handles the range of supporting services including project management, timeline control, administration, design, human capital management, accounts and after sales support - giving CAE the capability to manage turnkey projects.

Ivan elaborates: "Customers who require a fire pump system used to purchase separate parts and assemble them on-site. The tedious process required extra manpower, time and cost. We have put together the entire process and offered customers a one-stop solution that is more cost effective. We are also moving into the digital sphere where our plug-and-play solutions make it easier for customers to connect to their systems... We also have automated data recording, which ensures greater security and productivity."

Already boasting a global presence with business accounts in Malaysia and Australia, CAE is certainly not resting on its laurels and is poised for much greater things in the near future to come.

UP CLOSE & PERSONAL

What makes you believe in your product so much?

The importance of what CAE does was ingrained in me from a young age when I first started helping my dad to supply fire pump control panels. Fire protection systems are not something that people notice or appreciate often. In fact we hope that it actually never has to be put into action. If an accident really occurs, however, this system will make a difference between life and death. We will deliver only the highest standard each and every time. And that has been the key reason why customers come back to CAE time and again.

What is success to you?

I have a belief that success does not necessarily come from always being right, but not being afraid of being wrong.

How do you stand out from your competitors?

It has always been our philosophy to value-add to our products to create a brand and business that customers trust and value. Besides the hardware we supply, we also design and manufacture fire pump controllers that meet international fire standards and are able to integrate with other fire pumps, either electric or engine-driven. We allocate skilled workers who are on standby for service and maintenance calls on a 24-7 basis, even during public holidays. For our customers' peace of mind, our products and services come with warranties and all issues are handled with prompt attention. Indeed, one of the best parts of our work is the good relationships we share with our customers.

Moving forward, what plans do you have for your business?

Constant innovation is crucial in our trade, especially as we venture into more overseas projects and face competition on a larger scale. Treasuring one's life is so important. We would like to share our experience not only locally but also to our neighbouring countries. We want to make sure that the customer makes the right choice with CAE. We will keep striving to go above and beyond our call of service.



**TO BUILD AND EXPAND
OUR LEGACY.
TO BE THE BEST.**

