



“Entrepreneurship is like a building. Without a strong foundation, it will collapse.”

TOP BRASS

MR KWA KOK LEONG & MR KWA KOK CHUAN
Seng Huat Metalplex Pte Ltd

It would certainly seem that Mr Spencer Kwa shares more in common with his products than anything else. Like the metals he markets, the veteran of the metallurgy industry displays great strength under stress, and yet possesses the ability to mould himself to fit any situation.

Founding Seng Huat Metalplex Pte Ltd in 2005, the disciplined entrepreneur has since forged the business into one of Singapore’s leading metal companies, providing clients with high-quality non-ferrous materials such as brass, bronze, copper, and stainless steel. As a pioneering presence in the niche metal industry, Seng Huat Metalplex first began by importing, exporting, and delivering a wide array of metals. Of course, with Mr Kwa’s ambitious drive to innovate and diversify, the company’s range of products and services has steadily refined over time.

As the company matured, he began to introduce a greater variety of metals to keep up with the rising competition. To further their reach in the local market, Seng Huat Metalplex’s wholesale and distribution service channels were enhanced to include customised precision cutting and fabrication cutting – a move that enabled them to meet a growing diversity of customer demands. Testament to this strategy’s success, the company today serves numerous MNCs and large conglomerates across multiple industries.

Boasting a stronger stock capacity today, Seng Huat Metalplex is backed by wealth of experience and expertise not easily found elsewhere. Even today, its team of highly-trained professionals approach every project with a fresh perspective – besides fulfilling the requirements set forth by their clients, they also provide technical advice on what can be improved, in both cutting and fabrication.

Up Close & Personal

What are some challenges faced in your industry?

A challenge we face is to remain competitive despite the rapid increase in non-ferrous materials, like brass, bronze, copper, and stainless steel. The competitive cost challenges calls for us to use our wealth of experience and expertise to anticipate demand and forge a stronger portfolio and capabilities.

What advice would you give to aspiring entrepreneurs?

Equip yourself with expertise and skills to differentiate yourself from your competitors. Familiarise yourself with the industry and its key players to better position your company with a niche product line or dedicated customisable services to further establish yourself in the industry. It is also important to constantly improve yourself by keeping a pulse on market movements and remain updated.

Having achieved a stable position in the industry, Seng Huat Metalplex’s success does not simply extend to its multi-million dollar revenue gains. Rather, as Mr Kwa emphasises, they place a heavy importance on contributing back to society as well, and his determination and discipline in ensuring such moral standards reflects those of his role model – his grandfather. Driven by principle more than financial gain, Seng Huat Metalplex’s reputation precedes itself, and it continues to build a stronger presence in both Singapore and the region.