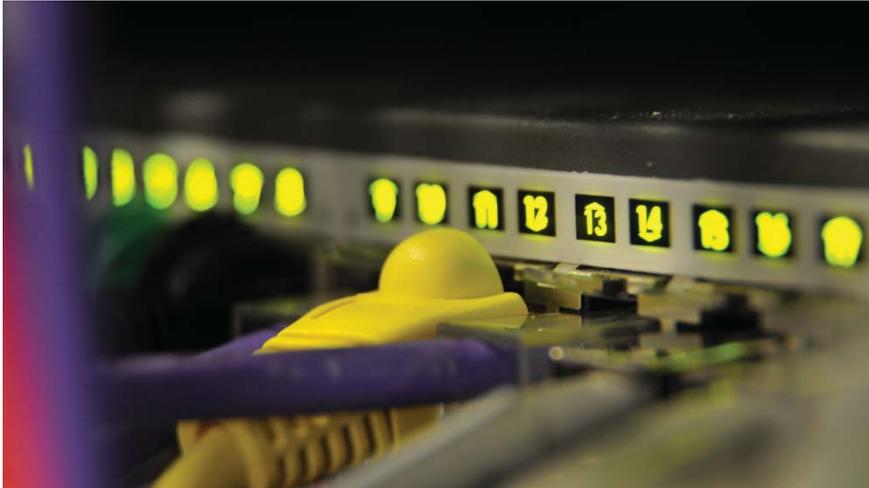


# Singapore Solutions

Singapore-based CSE Global has grown from a local technology company to an international corporation through a combination of organic growth and overseas acquisitions, including several in the UK



**CSE** *global*

## FAST FACTS

**Company:** CSE Global

**Country:** Singapore

**Industry:** ICT

**Website:** [www.cse-global.com](http://www.cse-global.com)

CSE Global is a systems integrator that provides IT solutions, industrial automation and consulting services for clients in the oil and gas, mining, power, transportation, healthcare and public sectors. Its UK clients include British Petroleum, British Telecom, Shell, BAA Heathrow, the Environment Agency and Wessex Water.

CSE Global was established in 1985. Since then year-on-year growth has been significant. Its turnover in 2007 was SGD405 million, and the company now employs over 1,400 employees in its 34 offices which are based in 20 countries across Asia, the US, the Middle East, Europe and Australia.

“The market in Singapore is of a limited size and it was always our desire to take the business international,” says Tan Mok Koon, Managing Director of CSE Global. “When we started researching opportunities abroad, we focused on the US and UK, as they are both English speaking countries with open economies, skilled workers and international connections.”

## Growth in the UK

CSE Global went public in 1999, and less than a year later made its first acquisition abroad. The purchase of US-based W Industries was quickly followed by the acquisition of the UK-based Servelec Group. In 2006, CSE Global made a further UK acquisition, Scottish company Scomag Ltd, which provides systems integration services for the oil, gas and power sector.

The company now has over 350 employees in the UK with its European headquarters based in Sheffield, as well as offices in Aberdeen and Motherwell. In addition to its work in the oil, gas and power sectors, the company’s UK offices manage the company’s healthcare clinical information system and an engineering resource centre out of Slovakia.

“We are extremely satisfied by the growth of our UK business,” says Tan. “UK-generated profits amounted to 30 per cent of the group’s total in 2007. Since we moved here the revenue of our UK operation has grown from £11 million to £29 million and profits have gone up from £2 million to £7 million over a year.”

## Future plans

The company is now using its UK offices as a springboard to enter markets in the Middle East and Africa.

CSE Global recently announced a £1 million expansion of its Sheffield headquarters. The expansion will create up to 50 new jobs and will assist the company in its goal to develop new healthcare software from the UK.

**“UK-generated profits amounted to 30 per cent of the group’s total in 2007”**

"In 1995, and before our aggressive overseas acquisitions, 95 per cent of our business was in Singapore," says Tan. "Now 95 per cent of our business is overseas. Had we grown the company organically, we would not have been able to reach the stature we have over the past 12 years."

## Helpful advice

Before its entry into the UK market, CSE Global turned to UK Trade & Investment and other government agencies for help facilitating the takeover process.

Tan attributes CSE Global's international success to the research and prudent due diligence it does before entering a new market, and

to the support the company gives to its local managers. The company also schedules regular meetings with its staff and takes advantage of teleconferencing to stay in close contact.

"We provide a good incentive system to our UK employees so their contribution to our company is recognised," says Tan. "We trust our UK management and give them the support and leeway to run the business. We manage it through trust and open communication, and give them the room to grow. I would also recommend any company wishing to set up operations and expand in the UK to make full use of the expert services offered by UK Trade & Investment to quickly hit the ground running."



Dr Lim Boh Soon, director of CSE Global, receiving the UKTI Award from Paul Madden

**"Make full use of the expert services offered by UK Trade & Investment to quickly hit the ground running"**

## Award winning success

Each year, UK Trade & Investment recognises the contribution of a Singaporean company with significant strategic and long-term investments in the UK through its International Business Award. In 2008, CSE Global became the latest award recipient.

Past winners of the UK Trade & Investment International Business Award include Singapore Technologies' ST Aerospace (2004), SembCorp Utilities (2005), ComfortDelGro (2006) and Singapore Food Industries (2007).

"CSE Global's entry, through a combination of acquisition and organic growth, exemplifies the investment and business growth opportunities that the UK offers," says Paul Madden, the British High Commissioner to Singapore. "The UK remains a springboard for global growth, enabling dynamic Singapore businesses to take advantage of its position as a unique gateway to international connections."

## Sector Focus

- The UK has the second largest ICT sector in Europe, worth around £120 billion a year and employing more than one million people
- The ICT sector benefits from substantial government investment in technology
- The UK is home to over 100,000 specialist software houses and is the world's leading internet gateway with 36 per cent of internet traffic routed through UK servers
- E-commerce in the UK has grown from £19 billion to nearly £163 billion a year since 2002. By 2012, £1 in every £5 of all new commerce in the UK will be spent online

For more information visit: [www.ukti.gov.uk](http://www.ukti.gov.uk)



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Email: [commercial.singapore@fco.gov.uk](mailto:commercial.singapore@fco.gov.uk)

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