



SINGAPORE 1000 & SINGAPORE SME 1000

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IN CELEBRATION OF THE NATION'S
GOLDEN JUBILEE



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teb Tong Eng
Brothers

*Poets Villas: 2011 Southeast Asia Property
(Highly Commended) Award.*

MAKING SINGAPORE *one of the world's most liveable cities*

Tong Eng Brothers Pte Ltd



As one of a handful of companies that saw its start before the Second World War, Tong Eng Brothers Pte Ltd (Tong Eng) has seen Singapore progress from a fledgling economy to one of the world's most liveable cities.

In the 1940s, Teo Thye Chor and his younger brother, Teo Thye Hong, migrated from the Hui Ann District of Fujian, China to Singapore in search of new challenges and a brighter future. They founded Tong Eng Brothers and the company had its humble beginnings in the trading of electrolytic tinplates used in the production of cans and bottle caps.

After the Second World War, business was brisk and the brothers expanded into the manufacturing and trading of non-ferrous metal. Over time, Tong Eng became the leading stockist of electrolytic tinplates in Singapore and a significant regional steel trader. As Singapore's economy grew, the brothers had the foresight to anticipate a surge in demand for accommodation and began diversifying into property development in the 1950s.

A true visionary, Thye Chor saw the potential of the Paya Lebar district. He bought land in the area and developed shophouses, and an industrial

and residential estate. The company also went on to buy large tracts of residential land. One of its early developments, Changi Grove, was built to house the families of the British forces that were in Singapore at the time. Tapping on Tong Eng's tin can business dealings with the major oil refining companies such as Shell, Esso and Mobil, the brothers displayed their sharp sense of business acumen by selling pieces of land to these oil majors for use as petrol stations. These land parcels were carved out from tracts that Tong Eng had previously acquired and was a novel way to offset the holding costs of the land.

Old shophouses were amalgamated to form the current Tong Eng Building.

Armed with a long-term vision and keen to play a part in housing Singapore's growing population, Thye Chor became a pioneer in acquiring large tracts of freehold land in the Yio Chu Kang, Changi, Upper Serangoon as well as Pasir Panjang districts. At the time of his passing in 1968, he had amassed more than 100 acres of land for development. Some of Tong Eng's early notable residential projects are Tong Eng Heights (now known as Changi Heights), Changi Grove, West Sea Garden in Pasir Panjang and Tong Kong Garden in Upper Paya Lebar.

In 1968, Thye Chor's eldest son Teo Tong Wah, together with his uncle Thye Hong, took over the company reins. Like his father and uncle, Tong Wah was a man of vision. Upon succeeding his father, Tong Wah set his sights on acquiring the many pre-war rent control shophouses adjoining Tong Eng's own three units at Cecil Street, and amalgamating them to form an island site. This was developed into a 26-storey office building now known as Tong Eng Building, the company's headquarters in Singapore's Central Business District.

Over the years, Tong Eng and its group of companies have continued to develop real estate across different sectors comprising office, retail, landed housing and apartment projects. Some of these include Serangoon Plaza, Eminent Plaza, Greenbank Park, Kew Cottages, Serenade Gardens, Stratton Park, Belgravia Park, Stratton Green, Green Meadows Condominium, Trendale Tower, Poshgrove East and Treasure Place.

Today, the company is still very much a family business. Teo Tong Lim, who took over the helm in 2007 after his brother Tong Wah's passing, has been instrumental in charting attractive growth strategies for the company's future development. In recent years, Tong Eng Brothers has moved its focus to quality commercial and retail projects as well as prime residential developments in the exclusive District 10, which has served to boost the company's profile.

Another interesting development for Tong Eng and its group of companies is that some of the corporation's existing commercial buildings such as Eminent Plaza and Serangoon Plaza have come "full circle". After being held for investment for more than 30 years, the buildings are now ripe and ready to be developed all over again into more intensified brand-new commercial buildings. This is a rare phenomenon in the property development cycle and demonstrates the company's positive long-term outlook of the real estate market of Singapore.



The late Mr. Teo Thye Chor



The late Mr. Teo Thye Hong



The late Mr. Teo Tong Wah

With its long heritage and commitment to delivering excellent standards of service and quality in its projects, Tong Eng, like Singapore, has grown from strength to strength, mirroring the dramatic growth of the nation.

In addition, the company is tapping on its experience and expertise in property development and has begun exploring opportunities overseas with a view to investing in stable developed markets. Tong Eng is mindful of delivering good design in these new areas while serving the ever-changing needs of their people.

In the last 50 years, Tong Eng has survived various property cycles and has come out of each down cycle stronger than ever. One of the key reasons behind the company's enduring success is its prudence in not over leveraging. Furthermore, the company has a firm belief that any piece of real estate is the synthesis of science and art. Over the years, it has developed a unique approach of blending creative planning with understated elegance, and embracing technology and new-age concepts. By staying true to its commitment of delivering a product that its owners will be proud of, Tong Eng consistently delivers excellent standards of service and quality in its projects.

Today, the family business continues into its third generation. With its long heritage and proven track record, Tong Eng and its group of companies, like Singapore, have grown from strength to strength, in tandem with the dramatic growth of the nation.

With the experience of the second generation coupled with the fresh ideas and zest of the third, Tong Eng is geared towards growing and perpetuating its business to contribute to Singapore's development as one of the world's most liveable cities for the next 50 years. ■



- (Left) ARC 380: Commercial Development with strata office and retail units
- (Right) Goodwood Grand: 2014 Southeast Asia Property (Highly Commended) Award