

Platinum
CATEGORY



ACE INSTRUMENTATION PTE LTD

www.aceinstrumentation.com

ACE Instrumentation Pte Ltd

- Adam Malik Sadri
- Azizah Sila

“This is the right time for you to leave. I will help you with your new company – by juggling between my full time banking job, our company's financial accountings and looking after our children,” said Ms Azizah re-assuring her husband Mr Adam who at 36, experienced a mid-life job crisis with lost hair and sleep.

With his wife's support, he set up his own marine trading and automation services company in 2006 – after resigning from his 13-year job in a previous marine instrumentation company. “If not, I would have been dead beat as a Sales Manager selling ships and oil rigs equipments,” confessed the UK Mechanical Engineering graduate with a post-graduate diploma in marketing, who first worked with the Singapore Press Holdings as a Maintenance Engineer.

Today, the five-year old ACE Instrumentation with offices in Singapore, Malaysia, Indonesia and Dubai and an office cum consolidated engineering workshop in the Marsiling Industrial Estate, offers specialised services, systems and products in technical, engineering, commissioning and project management.

The company is now into repairs; supply of instrumentation, control equipments, control system & designs; installation & commissioning of new system onboard vessels; and land-based automation services. At any time, ACE provides over 100 skilled manpower for 30 local/overseas petrochemical, pharmaceutical, oil & gas, marine and offshore sectors projects. An exclusive sales/service agent for two products locally, including Turner Designs Hydrocarbon Instruments INC, it also distributes and re-sells thirteen others.

“I am grateful to my beloved wife for helping me,” said Mr Adam. Two years ago, after resigning from her bank, she came on board full-time as a Finance Director with a business degree. By then, ACE Instrumentation was providing world-class services and products to customers.

“My company, myself, my wife and my four children (Aisya, Aida, Amir, and Aina) – our names start with ‘A’ – our lucky letter,” said Mr Adam, who, with 20 full-time staff, a thousand clients and the ISO 9001 nearly in hand, plans on owning a building in Paya Lebar.

“With passion for the job, do it right – the first time on time. And be really sure of what you are doing, with calculated risks, based on a feasible market study in the area of your entrepreneurship.”



(Our Marketing Info)



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With offices in Singapore, Malaysia, Indonesia and Dubai, ACE Instrumentation is renowned as one of the pioneer marine automation company in automation industry.

Our offices are located conveniently near shipyards and ports with a fully equipped workshop which carries full range of testing equipments together with classification requirements.

Ace group are equipped with a consolidated engineering setup and offers consistent line of specialized services, systems and products. These range from Technical and Engineering Services, Commissioning and Project Management Services.

ACE INSTRUMENTATION
Is proud to announce the completion of
NEPTUNE EXPLORER
their first deep water drilling unit.

The *Neptune Explorer* is an upgraded Pelican Class self propelled drill ship, equipped for operations in water depths up to 5,000 ft with a DP-2 system.

The rig is equipped with a new efficient pipe handling system, capable of offline stand building.

SEMBAWANG SHIPYARD
Austrianity of Services Marine

NEPTUNE MARINE

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Our core business comprises wide range of comprehensive services such as repairs, instrumentation, control equipments, control system & designs and installation of new system onboard the vessel and wide range of land-based automation services. Our company services meet the industry standards and have proven themselves on the job-site. Ace's personnel working experiences and qualification will put their knowledge to work for you.





ACE INSTRUMENTATION PTE LTD

Name of Recipients : Mr. Adam Malik Sadri & Ms Azizah Sita

Company : Ace Instrumentation Pte Ltd

Website : www.aceinstrumentation.com

Passion for the job , doing it right the first time on time. And be really sure of what you are doing based on calculated risk and market feasibility study in the area of your industry." These are the principles behind Mr Adam Malik Sadri success in his business today. The very man who founded ACE Instrumentation; Mr Adam, aspiring to give his family a better standard of living, after being spurred on by them, Mr Sadri decided to get away from his comfort zone and set about his own entrepreneurship for greener pastures."

ACE Instrumentation is a promising company under the leadership of Mr Adam Malik Sadri, owner of the company. ACE Instrumentation is renowned as one of the pioneer marine, offshore, oil and gas automation company in Singapore.

Situated at Golden Wheel Industrial Building in 3500 square feet office and workshop with a fully equipped workshop which carries full range of testing equipments together with classification requirements. With initial staff strength of just three employees, today ACE Instrumentation now has 30 employees and is recognized as a specialist in marine repairs and supplies.



ACE is now enjoying fruit of success for its commitment, dedication and expertise in May 2011 the financial strong and reputable company achieved the ISO 9001-2008 Standard Certification by ABS Quality Evaluations, INC and is the platinum recipient of the Successful Entrepreneur 2010 Award.

Mr Adam was working in the marine industry for 15 years. Over the years, Mr Adam had much experience ensued from the exposure to the inner workings of the industry; gaining an eminent reputation for himself. Prior to his entrepreneurial advancement, he was working under a company when a major reshuffling occurred. Under much duress from these external factors, Mr Adam had the notion of starting out his own company. ACE which means "Automation & Controls Experts".

In 2006, ACE Instrumentation finally went into operations. Possessing an outstanding reputation means that Mr Adam had a huge clientele base, and the company commenced with a great start. He was also able to get first-rate access to supplies as well. "It is without doubt a perk to have when starting a business." Mr Adam reminisced nostalgically. The breakthrough finally came after engaging in a major project that lasted for a biennium with an established marine company. It was a make or break moment for ACE Instrumentation. Fortunately, ACE Instrumentation pulled it off with no hitches, and the company soon soared into new heights. The future seems prolific for ACE Instrumentation. Success was advent.

"The reason to probably why we are so accomplished is due to the fact that we deliver as promised. We work with trust and integrity, which I am certain our clients had appreciated our services over the years." Mr Adam remarked on the proficiency of ACE Instrumentation. "Being understanding has been our forte. We know our customers' needs and provide the best solution for them." Promptness is another factor which is why customers always turn back to ACE Instrumentation. Adhering to the family-like way the company operate together, the company always have discussions over current company affairs; without fail. "This maximizes productivity." Mr Adam added.

Such a superlative modus operandi has yield multitude of reaps. ACE Instrumentation is able to establish great relations with its clientele. Along with a heap of satisfactory testimonials; rendering ACE Instrumentation to be more prominent in the industry. ACE Instrumentation is so prominent, multiple clients from neighbouring countries had came to Singapore to engage their services. "It's our pride and joy." Mr Adam said. The company has also attained an ABS Class ISO certification; only certified to top notch companies around the world, and BizSAFE, a certification certified for the Safety Excellence of the company.

Being a leader, it is a prerequisite for Mr Adam to work harder than his personnel. "It's the only way to sustain survivability." Mr Adam explicated. "A leader also needs to make precise decisions to minimize lost. He had to ensure the company is running smoothly." Mr Adam also acts as the father figure of his staffs; aiding them in the course of the arduous work they had to go through. At the same time, allowing them to gain exposure and thrive. "A good entrepreneur also has to apply their knowledge and wisdom to the field." Mr Adam exclaimed. "He also has to address everything with integrity and good service."

"It's gratifying when customers do understand and appreciate our services. That's why we always try our best to satisfy their needs whenever possible." Mr Adam expounded upon his motivation. "Being passionate about marine constructions since young had prevented me from being bored about this job. If I were not able to persevere, I would not be able to see success. I also like to thank my family, who has been rooting me all these while." Mr Adam added.

ACE Instrumentation company has multiple subsidiaries all over Dubai, Malaysia, and Indonesia. Despite so, it has been Mr Adam's aspiration to generate more opportunities there. "Every opportunity is an open door. Having the opportunity to expand overseas is great!" Mr Adam elucidated with excitement.

Mr Adam is a man who exudes a fervent passion for what he does; a man who's motivated. An understanding and caring leader for his company. A man instilled with integrity and honesty; to serve his very best for customers.

A man who would persevere until the very end, and give all he have to thrive. Mr Adam is a man who had displayed entrepreneur-ing excellence; a feat done for the honour of his company, and his family.

ACE company is committed to their customer by maintaining an honest and sincere level of service and deliver the promise with integrity.

As for future plans, Mr Adam is currently analyzing market development and aims to increase company turnover by 10% annually and is also planning for more business development in Malaysia, Brunei, Indonesia where they have already set up an office.

With his wife being the woman behind his success and an outstanding entrepreneur, Mr Adam is grateful for her kind understanding and support through thick and thin.