

partnership

Serving you in South East Asia

Meeting the demands of your business



One partner for everything - and the world of process automation is complete

Endress+Hauser is one of the world's leading providers of measurement technology, services and automation solutions, with the widest product range on the market.



Our Offerings

- Endress+Hauser offers you the most comprehensive range of process measurement technology.
- With this range of field devices and our standardised and uniform platforms, you can significantly reduce the variety of devices used and optimize your processes.
- Beyond the field level, we implement complete automation solutions and integrate actuators and control technology, regardless of manufacturer.
- A wide range of services, including complete life cycle management solutions, guarantee availability and preserve the value of your plants.

Our expertise Specific expertise in your industry as well. Our employees' experience and expertise covers a wide spectrum; they are familiar with the special requirements of many industries.

Simply everything. Everything simple. Your reliable partner in process automation provides you with high plant availability, far-reaching potential savings as well as maximum safety for people, the environment and processes.

A global player at your doorstep

Dear valuable customers, partners and associates,

In today's volatile, uncertain, complex and ambiguous world, it is difficult to grow and maintain relevance in business using the same mindset and seeing the world with the same lenses that may have served us well in the past. As a family-owned company that takes a long term view, Endress+Hauser is keenly aware of the megatrends and we are adapting ourselves to be future-ready, exploring new paradigms, making new connections, plugging into the digital eco-system and embracing a growth mindset.

It has always been our vision to be in business to add real value where customers around the world can confidently place their trust in our products, services and solutions to improve their manufacturing processes and, as a result, their products. We have understood that for a truly sustainable and enduring business, profit is not the target but the result of doing well. This value has been encoded into our Endress+Hauser Spirit and is one of the distinctive reasons why many customers prefer Endress+Hauser, the People for Process Automation.

With a continuous improvement mindset, Endress+Hauser is not afraid to learn from customers. We treat complaints as gifts and view them as valuable opportunities for becoming better. We have passionate associates who love what they are doing even in the face of difficulties. It is not only results that count; the efforts are valuable and a deeply meaningful part of the growth journey.

A 2017 survey by an independent consultant, Kantar TNS showed that our Customer Retention Index has improved by 7 points compared to the 2013 survey, and well above the market benchmark mean. We are very encouraged by this feedback and will continue to be intensely customer-focused because customers are our raison d'être.

As you will read in the following pages, we continue to invest in regional and local capabilities, develop new technologies like Heartbeat, new products like TrustSens, the world's first self-calibrating thermometer, and expand our services and solutions portfolio to better serve the needs of our customers across diverse industries like Life Sciences, Water/Waste Water, Chemicals, Food and Beverages, Marine and Oil & Gas.

Yours sincerely,
Lim Khay Guan
Managing Director
Endress+Hauser (S.E.A.) Pte Ltd



Endress+Hauser (S.E.A.) Pte Ltd, milestones

		1997 As the business grew, Endress+Hauser (SEA) moved to a bigger premise at The Synergy building in International Business Park		2013 Endress+Hauser has established a South East Asia Support Centre (SEASC) including a Centre of Competence (CoC) as part of a global network of competence centres providing proven, specialized solutions to customers in the region				
1989	1990 - 1996	1997	1998 - 2002	2003	2004 - 2012	2013	2014 - 2017	2018
1989 Established as Headquarter for sales office supporting customers in the South East Asia regionin. Office located at Bukit Timah, Singapore				2003 Endress+Hauser (SEA) has grown into a strong customer focused company. Combining sales with comprehensive technical support and services.				

A powerful culture

Family-owned businesses are different – and we are a typical family-owned business. We rely on robust values and follow clear principles. This attitude has grown into a very special corporate culture over the years: the unmistakable Spirit of Endress+Hauser.



Vision We are a successful family company. In laboratory and process automation, customers around the world trust our products, solutions and services to improve their processes, and thus their products, sustainably.

Mission We support our customers in improving their products and in manufacturing them even more efficiently.

Brand values

People	Products	Organisation	Appearance
Commitment <ul style="list-style-type: none"> Personal Customer-oriented Competent Reliable 	Excellence <ul style="list-style-type: none"> Outstanding Solution-oriented Innovative Useful 	Sustainability <ul style="list-style-type: none"> Responsible Independent Value-conscious Environmentally friendly 	Friendliness <ul style="list-style-type: none"> Unmistakable Credible In partnership Discreet

The Spirit of Endress+Hauser

Key principles

- We serve our customers and learn from them
- We remain a family company
- We cultivate an atmosphere of trust
- Quality first
- Loyalty and corporate social responsibility are core values
- We communicate openly and in a constructive manner
- We learn from mistakes



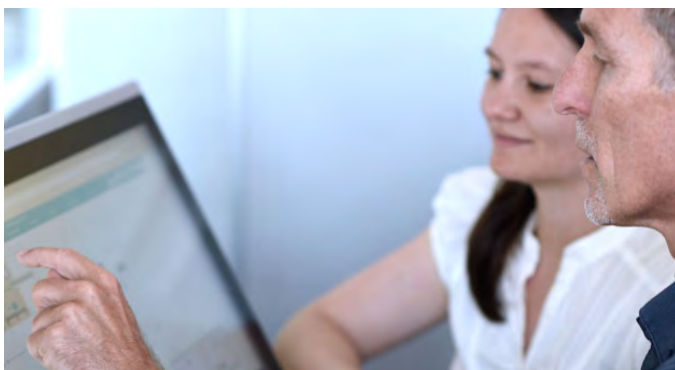
People

- We are modest
- We live up to our convictions
- We never give up
- We work well together
- We are friendly to each other
- We put common interest before self-interest
- We encourage diversity



Leadership

- We lead by setting examples
- We challenge and support our employees
- We encourage individual development
- We cultivate team spirit
- We give recognition



Priorities

- Our work is important to our customers
- We behave ethically
- Evolution, not revolution
- Doing the same things the same way, and right from the beginning
- We solve problems at their source
- We trust people with responsibility
- Profit is the result of doing well and not the target



Production centres of Endress+Hauser



Endress+Hauser Flowtec

Competence centre for flow measuring technology and fluid management solutions.



Endress+Hauser Maulburg

Competence centre for level and pressure measurement as well as Inventory Management Solutions



Endress+Hauser Conducta

Competence centre for liquid analysis



Endress+Hauser Wetzler

Competence centre for temperature measurement, temperature engineered solutions and system products



Endress+Hauser Process Solution

Competence centre for process automation

A strong partner worldwide

Serving comes before earning: this founding principle has shaped our company to this day. That's why we are always close to our customers with a worldwide network of sales, service and production centres.

Endress+Hauser supports customers around the globe with a wide range of instruments, services and automation solutions for industrial process engineering. Approximately half of the 13,000 'People for Process Automation' work in sales. They help customers throughout the world to make their processes safe, economical and environmentally friendly. With sales centers in over 50 countries, Endress+Hauser is always near its customers. In places and locations where Endress+Hauser is not directly present, representatives complete this global network, allowing Endress+Hauser to serve its customers quickly, flexibly and individually.

Concentrated expertise The headquarters of our production centres focus on production, product management, R&D and logistics. At sites in Germany and Switzerland we produce core components for our worldwide production. Plants in Brazil, China, the Czech Republic, France, India, Italy, Japan, South Africa, the UK and the United States assemble, test and calibrate instruments and devices mainly for regional markets.

Sustained growth For Endress+Hauser profit is not the goal but the result of good economic activities. The Group focuses on sustained growth on its own strength. The basis for this endeavor is a sound equity ratio of > 70 percent. Profits are predominantly returned to the company – this also ensures success and the independence of the Group.

Endress+Hauser network

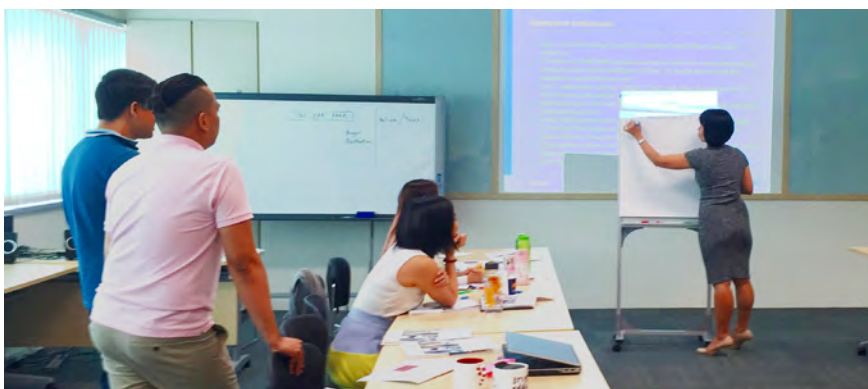
- Sales centre in 50 countries
- Representatives in over 70 other countries
- Production in 12 countries and at 26 locations
- Holding company headquartered in Switzerland
- International and regional support structures
- Worldwide uniform quality standards



Global yet local

Combining sales with comprehensive technical support, Endress+Hauser offers solutions, meeting the measurement and automation requirements of the process industries and engineering companies in South East Asia.

Never working in isolation the South East Asia sales centres tap into the worldwide network of Endress+Hauser to provide best in class instruments, solution and services to our customers operating in the region and beyond. Here in South East Asia the Endress+Hauser companies and representatives offer a wide range of services from repairs, commissioning, maintenance contracts, calibration, spares stock to powerful life cycle management solutions. Our strength as a family owned company is our people, their expertise and dedication to ensuring our customers always get the best.



Regional and Local Capabilities

South East Asia Support Centre (SEASC)

Building on growing capabilities in the area of automation solutions, Endress+Hauser has established a South East Asia Support Centre (SEASC) including a Centre of Competence (CoC) as part of a global network of competence centres providing proven, specialized solutions to customers in the region.

The South East Asia Support Centre (SEASC), based in Singapore, comprises expert technical support providing engineering design and project execution capabilities for advanced flow metering skids and inventory management (tank gauging and terminal management, including custody transfer applications) to customers in South East Asia.

Application Support Team (AST) The Application support team provide application support in the South East Asia region. The experienced team works closely with the sales engineers from sales centre supporting daily activities on enquiries and quotation generation.

Centre of Competence (CoC) The Centre of Competence team has grown in strength and the team with their expertise have successfully completed various projects covering many applications and industrial sectors such as water automation, food plant, breweries, oil & gas, utilities, chemical process, life science and marine.

Business Process Consultancy Our business process consultancy supports value to customers by:

- Detection of pains and identify gains throughout the full life cycle
- Improving workflow
- Support customer justification including ROI calculations
- Reducing your operational costs
- Increasing your plant's availability
- Information integration into business systems (e.g. SAP)

Global Project Management & Execution Our global project organization consistently delivers Products, Solutions and Services. As a trusted partner, we mitigate your risks during all phases of the project, accelerate engineering, ease procurement, shorten start-up cycles and optimize maintenance. In today's world our customers are facing more and more challenges in the design, engineering and construction of (extra) large global capital projects .

Our new Global Project Management & Execution Team is responsible for central project management and operative execution support for our global large and extra-large projects.

The general purpose of central project management and operative execution support is not only to improve our performance and efficiency, but also to support our competence in development within the Endress+Hauser group.



"We have built up considerable capability in the fields of Metering Skids, Custody Transfer Bunkering and Inventory Management. By supporting our network of Endress+Hauser companies and representatives in South East Asia we focus on providing innovative and reliable solutions that bring sustainable value to our customers."

David Xu,
Head of SEASC

A partner of industry

We support our customers around the world in operating processes that are reliable, safe, environmentally friendly and economical.

Each industry makes its own particular demands on process automation – We align ourselves with our key industries

- Food & Beverages
- Water & Wastewater
- Chemical
- Lifescience
- Oil & Gas
- Marine

Bunker fuel metering systems - Marine



Endress+Hauser developed a sophisticated and reliable bunker fuel metering system to meet the challenge and demand from the port authority, ship owners and bunkers tankers operating in Singapore.

As one of the system suppliers authorized by the authority, our measuring system is based upon the proven Coriolis mass flow measurement, which has been used successfully in custody transfer applications in the oil and gas industry for decades.

Endress+Hauser bunker metering solutions offers improved efficiency combined with greater profitability

- High transparency
- Enhanced security
- Easy to operate
- Industry certified

Global chemical: competitive and safe



You gain concrete benefits from a partner who has first-hand knowledge of your sector's issues around the globe: on increased safety, on environmental protection, on over-supply leading to cost pressure and on finding engineering support and service when required. You can rely on our help to become more competitive in your line of business.

With a long history of industry firsts we have grown with the sector by listening, acting and innovating to better serve you with:

- Safety, built in
- Technology leadership
- Best-Fit project management



The pulse in Life science



It is a daily requirement to comply with stringent GMP regulations and productivity goals throughout a product's lifecycle.

You can count on our world-class instruments, designed to ASME-BPE standards and rely on our experienced engineering and support services. We partner with you to help you reach your goals of process optimization, increased plant availability and continuous improvement.

Our experience, gained at the heart of the sector, will help you to:

- Streamline your products
- Attain operational excellence
- Make the right decisions

Fuel for thought : Oil & Gas



Endress+Hauser has a wealth of know-how, products and services to support the Oil & Gas industry. Our expert engineering, open standard technology and reliable field instrumentation can enhance and improve overall plant safety. Endress+Hauser, partnering to save your time and money.

In short, you need to do more with less, benefiting from a stable partner

who is here for the long haul and ready across the globe, offering:

- Assured plant safety
- Optimised return on investment
- Best-fit products, solutions and services

From a single source

Endress+Hauser provides the full range of instrumentation with regards to process variables and measurement principles. Our field devices are customised to measure physical parameters such as flow, level, pressure and temperature, analyse parameters such as pH values, oxygen content, turbidity and much more; or determine density, concentration or composition of substances.

Our product offerings



Level

- Capacitance
- Hydrostatic
- Ultrasonic
- Conductivity
- Vibrating probes
- Radiometric
- Microwave
- Microimpulse



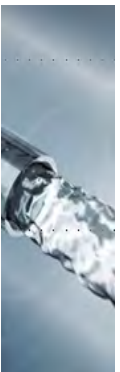
Pressure

- Pressure
- Different Pressure
- Hydrostatic Pressure
- Electronic DP



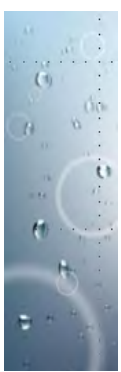
Temperature

- RTD Sensor
- Thermocouple
- Transmitters
- Skin Point
- Multi Point



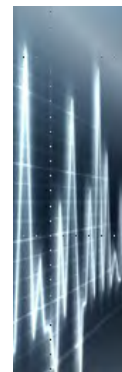
Flow

- Electromagnetic
- Vortex
- Coriolis
- Thermal
- Ultrasonic flow



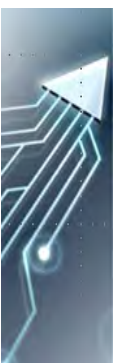
Liquid Analysis

- pH/Redox
- Conductivity/Turbidity
- DO/ Free Chlorine
- Water Samplers
- On-line Analysers
 - Ammonia, Nitrate Phosphate
 - TOC, SAC, others



System Components & Data Managers

- Recorders
- Displays
- Components



Solutions

- Process Fieldbus & Digital Communication
- Networking & Integration
- Inventory Management Solutions
- Fuel Management Solutions
- Tank Gauging System
 - Tank Gauges : *Mechanical, Displacer & Radar*
 - Tank Farm : *Inventory Management System, Controls & Automation*



Services

- Start-up
- Maintenance Contract/ Managed Services
- Calibration
- Spare-parts
- Obsolescence Management



Innovative field instrumentation for all measurement parameters

Endress+Hauser has continuously set benchmarks in process measurement technology and offers a suitable solution for every requirement.

- Groundbreaking diagnosis and test concepts with Heartbeat Technology
- Industry 4.0-ready devices
- Integrated web server and WiFi connection
- Level limit detection – inventor of the vibration measuring principle and tuning fork
- Continuous level measurement – inventor of the Levelflex FMP55 multi-parameter sensor/guided radar and capacitance in a single probe
- Flow measurement – true Coriolis two-wire technology
- Temperature measurement – self-calibration temperature sensor
- Pressure measurement – industrial distribution of pressure measurement technology with ceramic cells
- Analytical measurement technology – inventor of Memosens with contactless data transmission
- Vortex flowmeter with wet steam detection



Standardized device concepts

Reducing complexity



Standardized device concepts across all measuring parameters create invaluable benefits in terms of reducing complexity.

Standardised device platforms, increase safety, reliability and cost reduction for:

- Planning
- Procurement
- Operation

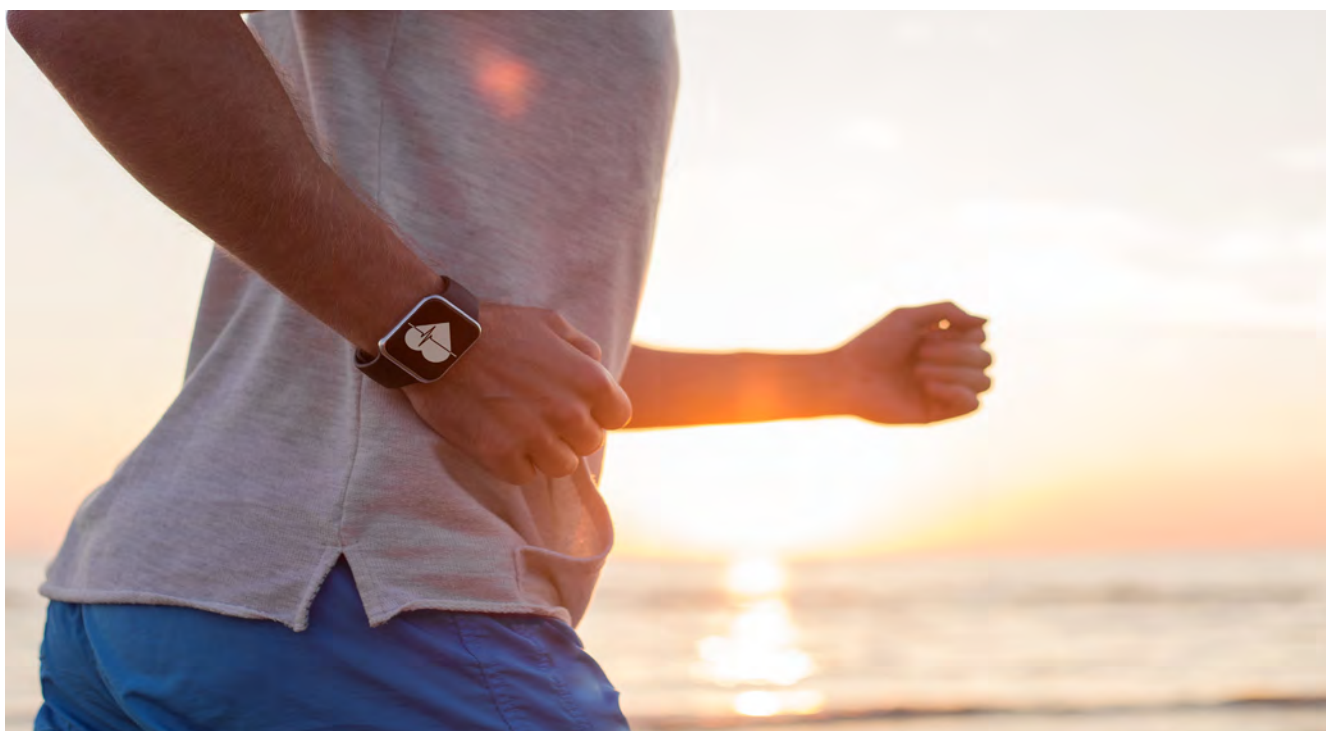
Across 350 product lines for field instrumentation, we standardised into platforms/industry standards:

- Device operation and documentation
- Status and error diagnosis
- Components and spare parts

The most comprehensive and technologically advanced range of field devices. With Endress+Hauser, you will benefit from the best possible expertise with

- Continuous development of measurement technologies in close collaboration with customers
- More than 600 employees in research and development
- More than 5300 current patents and patent applications
- More than 250 new applications every year



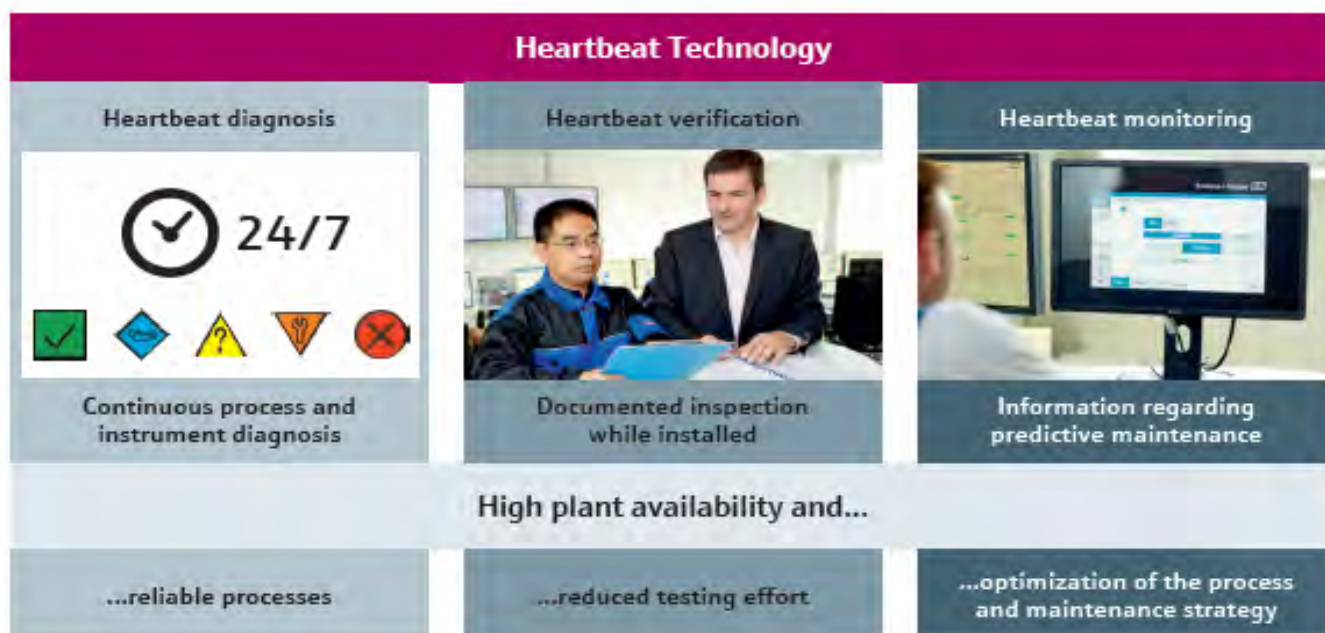


Heartbeat Technology

Always on the pulse of measurement.

Imagine if your measuring devices had their own pulse. This would indicate to you how reliably they are running and what you could do to improve the performance of your processes. Heartbeat Technology brings devices to life.

It provides you with diagnostics, verifies the performance of your devices and monitors all process data for the purposes of predictive maintenance and process optimization.



IloT in process industries

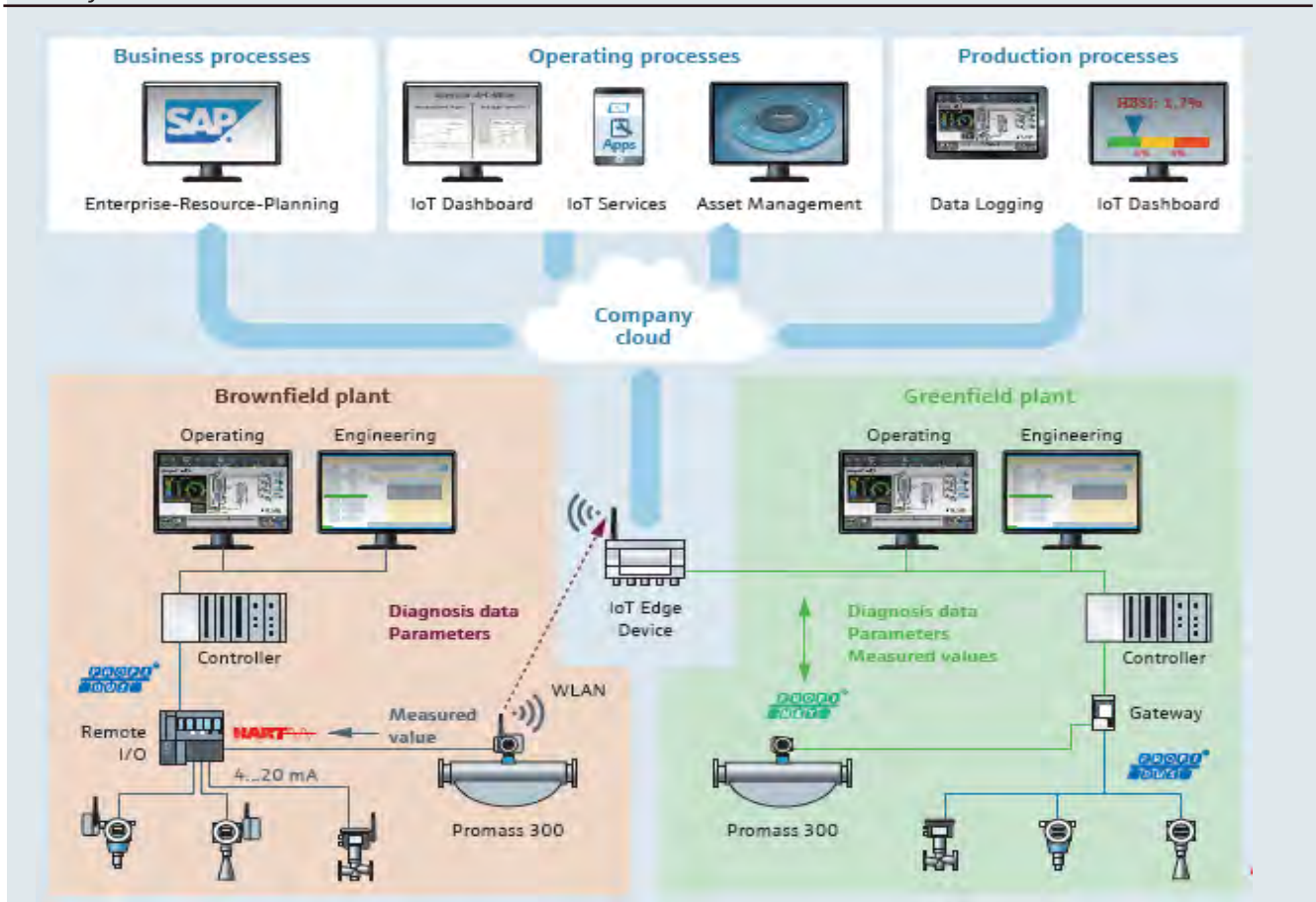
The Industrial Internet of Things (IIoT) has huge potential: predictive maintenance, asset information management and device configuration are just some examples of the opportunities digitalization has in store for companies. Endress+Hauser is driving IIoT forward through innovative products and solutions as well as by working with partners.

True predictive maintenance of field devices can only be performed on the basis of clear diagnosis of the level of wear. This was not previously possible without some degree of doubt, which resulted either in devices malfunctioning unexpectedly or being replaced prematurely in order to prevent such malfunctions. Either case resulted in costs that could have been avoided by clear instrument diagnosis. Diagnosis such as this is now possible with the new Proline 300/500 flowmeters from Endress+Hauser. The HBSI (Heartbeat Sensor Integrity) value indicates the level of wear on the measuring tube due to abrasion, corrosion or material deposits with no need for interpretation, regardless of process conditions such as pressure or temperature. This value, in conjunction with additional information from the operating environment such as availability of spare parts and maintenance personnel and any planned plant shutdowns, enables optimal planning of maintenance tasks at the most appropriate time.

Even existing plants with system architecture that has been built up over time and analog signal transmission via a 4 to 20 mA current interface can be modified to enable data to be transferred from the field device to the cloud.

This approach avoids extensive modifications to existing controllers or control systems. For new plants, it is of course important to consider the possibilities of digital communication via Industrial Ethernet, such as PROFINET or Ethernet/IP, as early as during the planning stage. Endress+Hauser is happy to provide you with advice concerning this, and offers products and solutions relevant to this area as well.

Industry 4.0 overview



Endress+Hauser solutions portfolio

The combination of reliable products and expertise in customized solutions.

Optimize your systems and processes with solutions tailored to your needs. Benefit from the complete offering from consulting, shared requirements analysis, commissioning and service during operation. We make use of existing information effectively and integrate the data consistently into your IT systems to optimize your processes.



Inventory management solutions

Inventory Management Solutions help you to reduce inventory cost, improve customer satisfaction and increase productivity. Unlock the true potential of your supply chain with Endress+Hauser.



Field Network Engineering

Offering our expert services at every stage of your field network life-cycle. We help in the selection of technology, components and devices, design the network according to your guidelines, integrate the devices into the DCS/PLC of your choice, configure and commission. In the operational phase we help maintain your network, keeping it robust and fit for purpose. Our global teams work to the highest standards and provide comprehensive documentation.



Energy solutions Gas, steam or water circuits that provide specific forms of energy to the operating process can be found in all branches of industry. Heating and cooling, compressed air, natural gas, electricity and steam are just a few of the media whose production, distribution and consumption incur ever-increasing energy costs. Reduce your energy cost with Endress+Hauser solutions.



Analytical solutions Benefit from our turnkey analytical solutions customised to your requirements. We support you from concept to commissioning throughout the entire life cycle.



Flow metering solutions Reliable custody transfer loading solutions and pipeline measuring systems for liquid and gases.



Plant Asset Management

Endress+Hauser Plant Asset Management Solution and Services bring you significant improvements related to plant maintenance and operation where every field device can be configured, calibrated, maintained and its information managed over its entire life cycle.



Fast support, both on-site and remotely



Services for all phases of the plant life cycle



Optimisation of calibration and maintenance processes

Your expert service partner

Our firm commitment to your business, for improved plant performance.

Our commitment to you is to support, to service and to optimize your processes. Whatever your location or your industry, our global service force of over 1000 experts is strategically located worldwide ensuring active local presence to help you reach your goals. Based on our process knowledge and technical expertise, a uniform approach through clear procedures ensures that the work we conduct for you is done properly.

Application expertise – we understand your business

Because instrumentation is vital for your process, we capitalize on decades of experience in the very varied applications in your industry. Our network of experts is perfectly positioned to provide your business with the right support.

Tailor-made solutions By your side at every step along the way, we are firmly committed to providing the right service to fulfill all your needs. Whatever you require, we have the service solution.

Uniform support for all companies

Regardless of your industry or your location, our services are harmonised throughout the world.

People qualified to work on your site

Our service teams are trained and equipped to intervene on your site in accordance with your specific health & safety requirements.

Looking after your business – we care!

Because we care, we add value to your business at every phase of the life cycle. We are by your side to support, to service and to optimize your processes.



Value throughout the process lifecycle

W@M Life Cycle Management – Improved productivity with information at your fingertips

Data relevant to a plant and its components is generated from the first stages of planning and during the asset's complete life cycle. W@M Life Cycle Management is a flexible information concept, supporting online and on-site tools available to Endress+Hauser customers.

Instant access for your staff to current, in depth data shortens your plant's engineering time, speeds up procurement processes and increases plant uptime. From easier selection of best fit instrumentation over detailed product documentation including 3D models and wiring data up to specific information around the exact field device in your plant, Endress+Hauser has the information you need and when you need it.

W@M Life Cycle Management boosts productivity in every phase by giving you transparency and traceability over your devices and all services Endress+Hauser performs for you.



Value across the full life cycle of an asset

Engineering	Procurement	Installation	Commissioning	Operations
<ul style="list-style-type: none"> Record engineering data from the beginning stages of project for later reference Efficient specification, planning and documentation via electronic data exchange Complete traceability of your instruments throughout its entire life cycle 	<ul style="list-style-type: none"> Reduce procurement costs Personal consultancy to find your ideal e-procurement solutions Reduce unnecessary waiting times by eliminating manual processing Standardization of products and simple handling of your documents 	<ul style="list-style-type: none"> Product documentation and information in different languages Record of reports and certificate, e.g. test reports, Ex-certificates Shorten commissioning time and realize cost savings by getting it done right the first time 	<ul style="list-style-type: none"> Optimal parameterization of the device according to application requirements Correct commissioning and improved instrument and plant performance Complete and secure document management including certificate generation 	<ul style="list-style-type: none"> Up-to-date device data around-the-clock and through the entire life cycle of your installed base Minimized plant downtime and errors with effective monitoring of your installed base Comprehensive asset information for reliable planning

Your calibration partner

Unparalleled calibration service guarantees measuring devices with the highest degree of accuracy.

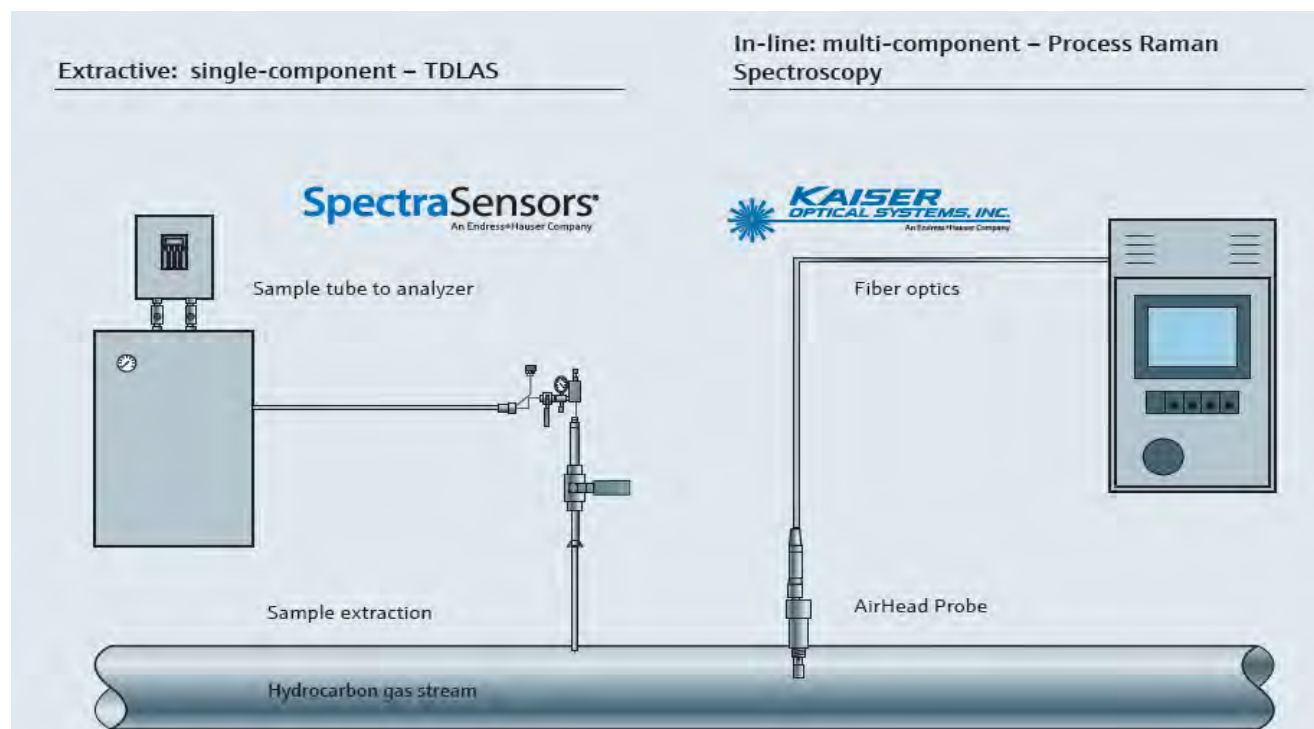
Make full calibration compliance your ongoing goal

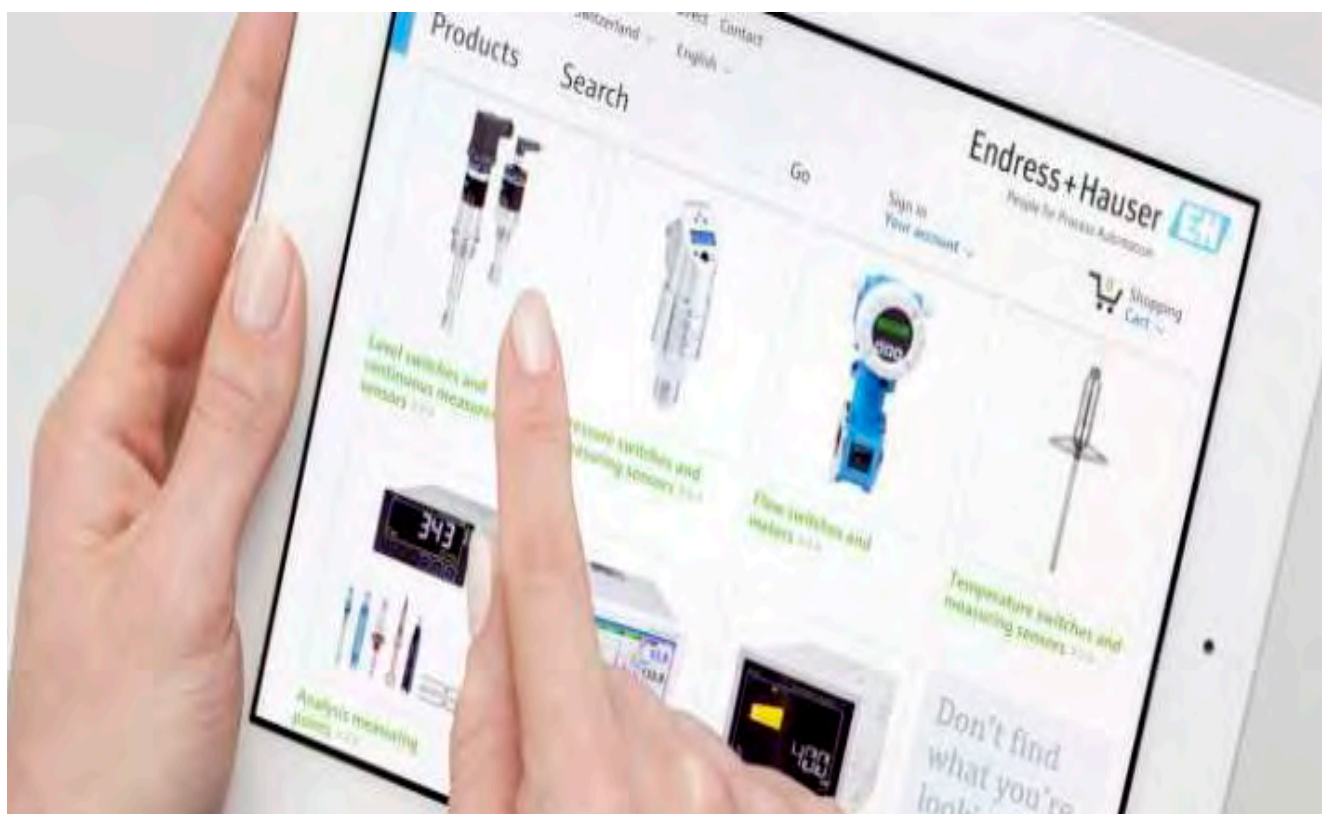
- Reduction in auditing and coordination costs
- Increase in plant availability
- Completely traceable calibration certificates in accordance with ISO/IEC 17025
- SAC - SINGLAS accredited laboratory in Singapore



A partner in the lab and in the process

Our customers increasingly want to determine product quality while the production process is running. With the acquisition of Analytik Jena, SpectraSensors and Kaiser Optical Systems, we are able to provide comprehensive support to our customers in the field of analysis in research and product development, quality control and process development as well as in production and environmental engineering.





Endress+Hauser online shop/E-shop

E-direct complements the traditional range of products from Endress+Hauser. Certain instruments do not require a vast amount of consultation in terms of application and price – that's where E-direct can help. It's a product portfolio that offers simple product selection and fast delivery at an affordable price.

What does E-direct offer me?

- Simple product selection
- Value for money
- Transparency thanks to quantity discounts being displayed
- Short delivery times
- Exchange of defective instruments

Consultation Our technical experts are available during office hours to answer any questions you may have regarding our E-direct products and their application at 65 65668222

E-direct
High Quality – Low Price!

Visit us at www.e-direct.endress.com/sg/en

Useful online tools

On your smart device

Endress+Hauser Operations App



Free access to your device information for spare parts availability, manuals, etc



Available on the App Store

Available on Google play

Endress+Hauser SmartBlue



Wifi access for 'fit & forget' devices



Available on Google play

Available on the App Store

Endress+Hauser ExiCalculator



Calculation app for Exi installations

Available in

Available on the App Store

Available on Google play

As an employee, I work on fascinating aspects of measurement technology, day in and day out.

MEASURED + TREASURED

As an individual, I am recognized for my achievements. For me, that's the perfect formula for job satisfaction.



People for Process Automation

Endress+Hauser is a global leader in measurement instrumentation, services and solutions for industrial process engineering. There are always two sides to working with us: the professional and the personal. Together, they add up to a more rewarding career, day in and day out. Find your dream job now at www.endress.com/career

Our strength comes from within

Diverse perspectives lead to insightful solutions.

Endress+Hauser associates bring together many different elements - experiences, backgrounds, nationalities, cultures - that together create a stronger company, fostering a collaborative and stimulating work environment filled with opportunities and sustainable growth. Many of our associates develop their career and work till retirement from the company. Based on an Employee Engagement Survey conducted by TNS, Endress+Hauser Singapore achieved a High Performing Organisation (HiPO) index of 68 against a market benchmark of 60 for the top 25 percentile of Singapore companies.



Singapore

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