



Gold Horizon Engineering & Services Company Limited

Interview with U Ne Lin, Managing Director

Tell me more about your company

Gold Horizon Engineering and Services Company Limited was established in 2012 under the leadership of an engineering team to provide international standards in mechanical and electrical services for onshore, offshore and marine fields. The company's core values are customer satisfaction, reliability and lowest environmental damage. Gold Horizons work together with Horizon Electrical Pte Ltd, Singapore that has been under one roof of Globe Marine Electrical Pte Ltd, Singapore.

How did you go about finding your first clients?

When we just started we did not know how to go about it, so we just found first projects through our circles of friends and connections on the ground who were already doing this business. My friend was a marketing manager in another company, so he started working for us to support finding clients.

What is your marketing strategy?

We have recently been doing more work in areas related to electricity, automation systems, control panels. Two years since we launched, more companies know about us, so we do not need to focus on marketing our company at the moment. But we will have to do it in the future because we are planning to build a plant to start manufacturing operations, so we will need to have a marketing team in the future. We have people in our company and in our network who are experienced engineers who are currently based or used to work in Singapore or have returned from abroad, so this network creates more opportunities for our projects. Our website is in the preparation stage and will be launched soon.

What is your biggest challenge in business?

Getting access to business capital and bank loans is a problem due to insecure situation in the country. We tried to contact banks but there are still many constraints such as very high interest rates. In order to apply for a loan a company has to go through a long process of submitting documentation which includes information on the company's property, company's financial statements etc. Now it is becoming easier.

“Our biggest challenge in business is getting access to capital”

We hope that the situation in the country is going to change. With the change of the government more foreign companies will be entering the market and the trend would be for foreign businesses to run more smoothly, and this will hopefully improve the conditions of running

business for local players as well. But we need to be prepared that this process is going to be slow.



“Lowest environmental damage” is stated as one of your core values. Can you expand more on this?

We have an environmental policy in our company and we plan to apply it to our manufacturing operations. For example, after finishing installation of electrical systems we do waste separation so plastic waste is separated from other types of waste. But it is difficult to do and the problem is in coordinated action as if you do waste separation, carpenters, and mechanical system workers and others working on the same building site need to follow the same procedure which is not the case most of the time. The government needs to do more here to regulate environmental standards.

Do you actually see that knowledge transfer and skills training of local human resources have been taking place over 3 years you have worked in the industry? Can more be done on this?

Our company provides engineering training within our company when our engineers have time to organise it, but for other training, especially in finance or HR, we invite external consultants. The state of skills transfer is still poor. Our directors have more knowledge and more experience than our local staff here, so they need more training, so sometimes we send them to training courses.

What are your business goals?

We aim to develop our business further and start manufacturing process to start producing electrical panels. All of our partners are electrical engineers and we have more expertise in it in the field of electrical and automatic installation, so we see it makes sense for us to continue developing in this direction, but the issue is the lack of initial capital.

Are you seeing demand for your services increase?

We are seeing enough demand and our operations are growing. As far as I can see around two months before the elections the investment activities slowed down a little. We temporarily suspended signing some projects before the official results of the elections are announced.

What are the strengths of local companies in the area of offshore drilling?

The strength of local companies in the area of offshore drilling (including our company) is that they can provide logistics supply, catering and some other services, but they cannot technically handle the process of offshore drilling. And we do not have drilling engineers. Local companies can support surveys before a project starts in a joint venture with a foreign company. Also they link foreign companies with MOGE Myanmar Oil and Gas Enterprise. In general, local companies are better suited to onshore oil and gas operations providing logistics and transportation services.

Why do you join the British Chamber? What benefits do you get from being part of it?

It's a good question. The main reason is the reputation. We are literally one local company out of around 50 companies in this sector which is a member of the British Chamber. We also hope to make connections with other foreign companies in the Chamber for potential opportunities.

“The reason we decided to join the British Chamber is that, as a local company, we hope to make connections with other foreign companies in the Chamber for potential opportunities”