



Brings Good Feel To Life



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## Overview



The solid lines expanding from the bottom signify EITA's strong financial and technological base which is built on the total commitment and teamwork among members within the group. Every line goes razor thin, which represents EITA's clear focus on core business activities and specialties.

*brings good feel to life*

At EITA, we conduct and grow our business with vision and resilience. We strongly believe that everything we do will enable "Life to be enjoyed, experienced and lived with a purpose".

We believe in giving the best of what we have to offer - from safe and reliable products to superior services, from continuous enhancements combined with the latest technology to timely delivery that exceed expectations. All these contribute to "brings good feel to life".

We, the EITA people, aspire to do that and more. We aim to inject good feeling into every aspect of what we do, touching people's lives every day, in every way.

## Organization



EITA Group of Companies Head Office in Subang Jaya

From a humble beginning in the 1996, EITA has grown to be a leading player in the Electrical and Electronic industry in Malaysia. Today, the Company has expanded its business operations to other Asian countries. We have now evolved into three business activities that includes marketing and distribution of E & E components and equipment, design and manufacture of Elevator and Busduct systems, maintenance of Elevator systems and provision of electrical and security system solutions.

We attribute our success to our philosophy of bringing “good feel to life”. It is this “good feel to life” that helped us establish a high level of trust among our customer base which EITA has built up. The Group’s principal suppliers and technology partners are from some of the most respected names in the world. The high quality products and excellent after-sales service have earned EITA the appreciation of our fast-growing clientele.

Thanks to our ambitious and talented R & D team, we offer innovative solutions and state-of-the-art technology. We are here to serve and assure you of our fast response through our efficient and approachable team wherever you are.

With dedicated customer support, constant endeavours for innovative solutions and creation of new products and services, EITA is well poised for greater participation in the nation’s progress for years to come.

## Our Group Structure

### EITA Group Of Companies

- EITA Resources Berhad. (Co. No. 398748-T)
- EITA Electric Sdn. Bhd. (Co. No. 397596-H)
- EITA Elevator (Malaysia) Sdn. Bhd. (Co. No. 468586-T)
- EITA Power System Sdn. Bhd. (Co. No. 279315-V)
- EITA-Schneider (MFG) Sdn. Bhd. (Co. No. 514664-K)
- EITA Technologies (Malaysia) Sdn. Bhd. (Co. No. 339656-U)
- Furutec Electrical Sdn. Bhd. (Co. No. 057207-W)
- Schneider Control & Drive Systems (M) Sdn. Bhd. (Co. No. 595469-K)
- Schneider Research & Development Centre Sdn. Bhd. (Co. No. 427519-T)

### Branch Offices

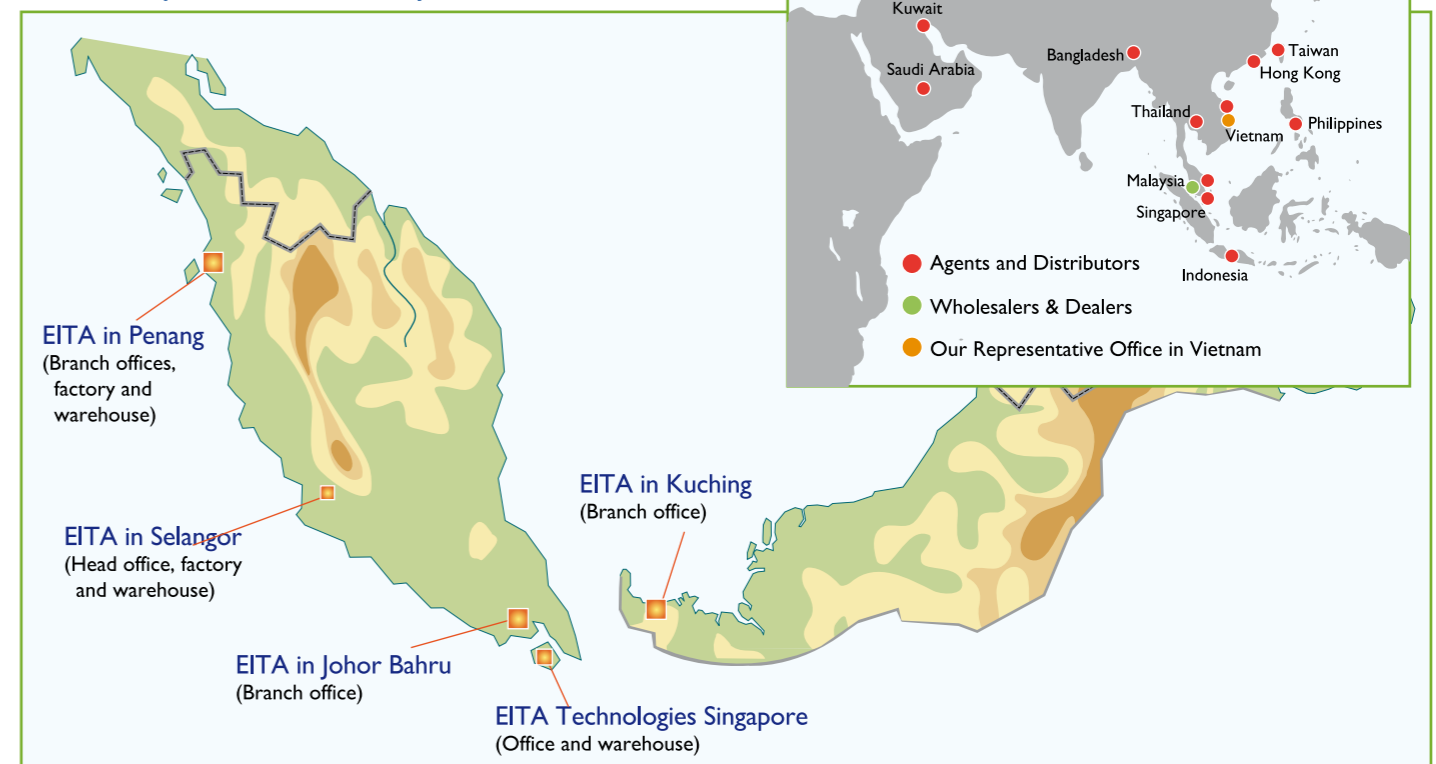
Penang, Johor Bahru and Kuching

### Overseas Offices

- EITA-Schneider (MFG) Sdn. Bhd. (Co. No. 514664-K) (Vietnam)
- EITA Technologies Pte. Ltd. (Co. No. 200106222R) (Singapore)

## Business Network

### Our Operations in Malaysia



# EITA Key Milestones

## 1996

Incorporated EITA as an investment holding company and provider of management services.

EITA Power System Sdn. Bhd. was authorized as a distributor for BETAflam brand of fire resistant cables and Furukawa brand of Busduct Systems.

## 1997

EITA Power System Sdn. Bhd. was appointed as a distributor for Automatic Transfer Switches.

EITA Electric was authorized as a distributor for FUJI brand and E & E components.

Acquired 70% of EITA Technologies (M) Sdn. Bhd. (formerly known as Safer Asia Sdn. Bhd.)



## 1998

Incorporated EITA Elevator (Malaysia) Sdn. Bhd. to focus on the execution of elevator projects.

## 1999

EITA Elevator (Malaysia) Sdn. Bhd. registered with DOSH as a company for installation, maintenance and inspection of electric goods and passenger lifts.



## 2000

EITA Elevator (Malaysia) Sdn. Bhd. completed the installation of our first elevator project.

## 2002

Commenced design and manufacture of Elevator systems through EITA Elevator (Malaysia) Sdn. Bhd.

EITA Power System Sdn. Bhd. began to distribute network and security equipment.

## 2002

EITA Technologies (M) Sdn. Bhd. became a wholly-owned subsidiary of EITA

Entered into technical collaboration agreement with Schneider Steuerungstechnik GmbH through EITA-Schneider (MFG) Sdn. Bhd. and the company started to manufacture Elevator systems in the same year.

Incorporated Schneider Control & Drive Systems to market and distribute elevator parts.

## 2003

Exported elevator systems manufactured by our Group to Bangkok, Thailand

## 2004

EITA-Schneider (MFG) Sdn. Bhd. received its ISO 9001: 2000 Quality Management System certification.

Schneider Research & Development Centre Sdn. Bhd. began its business activities as our R & D arm for elevator systems.

EITA Power System Sdn. Bhd. began to provide electrical and security system solutions.

## 2005

EITA Technologies (M) Sdn. Bhd. expanded its export business of BETAflam fire resistant cables in South East Asia.

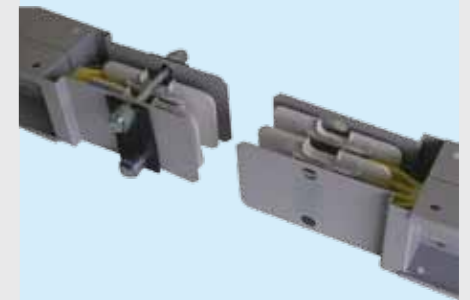
## 2007

EITA Elevator (Malaysia) Sdn. Bhd. has received its ISO 9001: 2000 Quality Management System certification.

## 2008

Acquired 100 % of Furutec Electrical Sdn. Bhd. as part of Group's expansion into Busduct systems.

Furutec Electrical Sdn. Bhd. implemented our R & D activities to improve existing and develop new Busduct system designs.



## 2009

EITA Elevator (Malaysia) Sdn. Bhd. and EITA-Schneider (MFG) Sdn. Bhd.'s quality management system certification was updated to ISO 9001: 2008 standard.

Our elevator system designs received EC-Type Examination certificates from TUV SUD Industrie Service GmbH.

Furutec Electrical Sdn. Bhd.'s busduct system received ASTA Type Test Certification to IEC 60439-2 standards.

EITA-Schneider (MFG) Sdn. Bhd. opened a representative office in Vietnam to support our marketing activities in Vietnam and indirectly, in Cambodia and Laos.

## 2010

Furutec Electrical Sdn. Bhd. received ISO 9001: 2008 quality management system certification for the scope of "Design, fabrication & assembly of electrical busduct system and metal sheet fabrication products". Furutec Electrical entered into a Memorandum of Understanding ("MoU") with Universiti Sains Malaysia to jointly develop new Busduct systems and investigate the development of new insulation material and Busduct system enclosures.

Completed new Busduct R & D centre and expansion of production facilities.

EITA Elevator (Malaysia) Sdn. Bhd. registered with the DOSH for installation, maintenance and inspection of electric goods and passenger lifts (motor roomless elevator systems design).

# Product Certification

## Marketing and Distribution

Bomba Approval  
JKR Product Approval

## Manufacturing

### Elevator Systems

CIDB Malaysia  
DOSH Certification  
ISO 9001: 2008  
JKKP Approval for Distribution, Maintenance and Manufacturing of Vertical Transportation System  
MOF Certification  
OHSAS 18001: 2007  
PKK Certification  
TUV Certification for 1 - 2 metre per second (motor roomless type)  
TUV Certification for 100 - 300 kg dumbwaiter  
TUV Certification for 1 - 2 metre per second (motor room type)  
TUV Certification for 2000 - 5000 kg Goods Lift  
TUV Certification for 4 metre per second (motor room type)  
TUV- EC Attestation of Conformity

### Busduct System

ASTA Certificate of Type Test (compliance with IEC 60439-2: 2005)  
Fire Resistance Test Report (compliance with BS 6387:1994)  
Fire Resistance Test Report (compliance with JIS A1304)  
IP55 Rating Test Report (compliance with IEC 60529:2001)

IP65 Rating Test Report (compliance with IEC 60529:2001)  
IP66 Rating Test Report (compliance with IEC 60529:2001)  
IP68 Rating Test Report (compliance with IEC 60529:2001)  
ISO 9001: 2008  
KEMA Certificate of Type Test (compliance with IEC 60439-2: 2005)  
Short Circuit Rating Test Report (compliance with IEC 60439-2: 2005)  
Temperature Rise Test Report (compliance with IEC 60439-2: 2005)

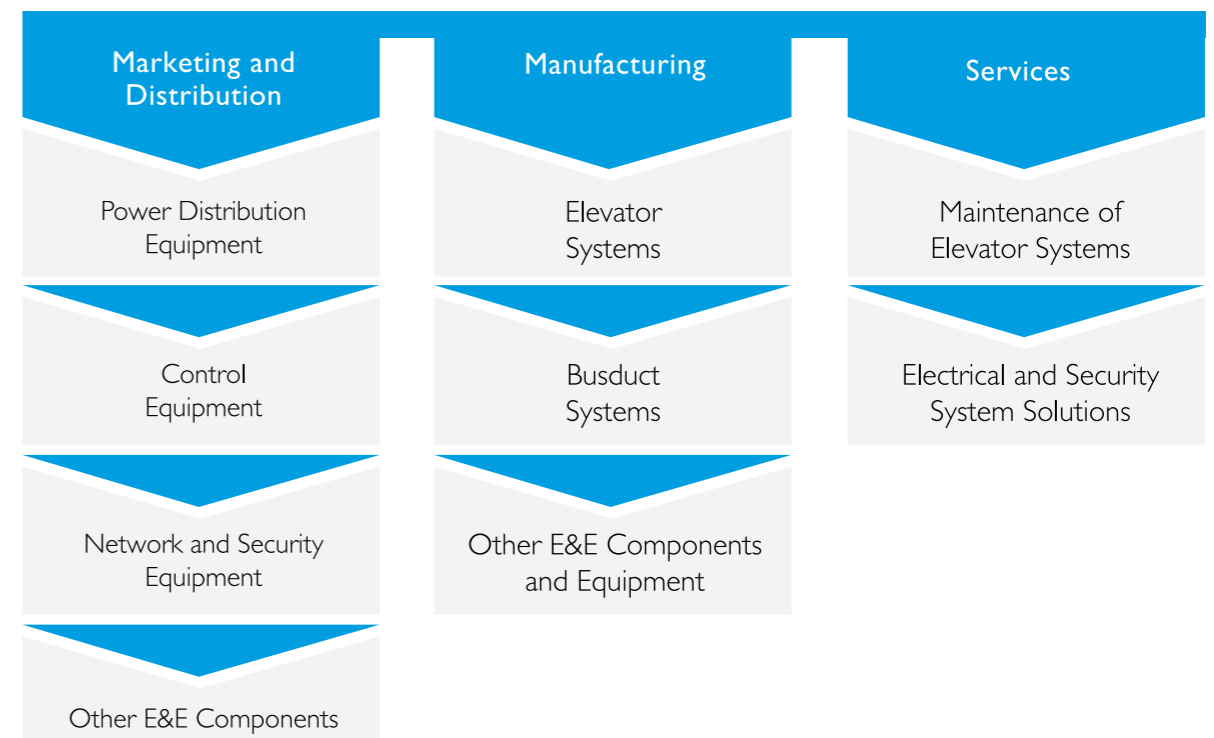
### Other Electrical & Electronic Components and Equipment

ISO 9001: 2008  
SESCO Product Approval for Low Loss HID Ballast  
SIRIM QAS  
Suruhanjaya Tenaga Product Certification  
TNB Certificate of Product Acceptance

# Our Business Model

	E&E Components and Equipment	Elevator Systems	Busduct Systems	
<b>Business Focus and Revenue Streams</b>	Marketing and Distribution of E & E Components and Equipment	Design and Manufacture of Elevator Systems	Design and Manufacture of Busduct Systems	
Supporting Activity				
<b>Other Revenue Streams</b>	Manufacture of E&E Components and Equipment	Maintenance of Elevator Systems	Provision of Electrical and Security System Solutions	
<b>User Industries</b>	Building and Construction	Machinery and Equipment	Manufacturing	Lighting
<b>Competitive Advantages and Key Strengths</b>	Authorised Distributor of E&E Components and Equipment	Wide Distribution Network	Own Brand Names	Established Track Record
	Total Elevator Systems Solutions	Approved Elevators System	In-house R&D	Certified Busduct System Designs

# Our Business Activities



## Marketing and Distribution

### Power Distribution Equipment

The Power Distribution Equipment that we market and distribute is primarily used to distribute electric power in buildings and infrastructures. We supply Power Distribution Equipment for both new and existing construction projects.

The types of Power Distribution Equipment that we supply include: -

#### FUJI Molded Case Circuit Breakers

FUJI Auto Breaker has expanded GLOBAL TWIN with technical innovation in compactness and performance that fully conform to international standards.

The wide ranges of economical to high performance 85KA, 2,3 and 4 Poles, 5A to 1,600A MCCB, cover various applications of circuit protection.



#### BETAFlam Fire Resistant Cables

BETAFlam Fire Resistant Mineral Insulated Cable, a product by LEONI Studer AG. Switzerland is used for specialized applications to distribute essential power supply such as power generators, emergency lighting and public announcement, fireman's lift, fire alarms and hydrant pumps in the event of building fire.

The state-of-the-art Irradiation Cross-linked Mineral Insulation further enhances its thermal and mechanical properties achieving superior ageing performance, non-melt thin wall insulation, flame retardant Low Smoke Zero Halogen compound and a high operating temperature of 110°C in accordance to IEC 60216 at 20,000 hours.

Our safety cables are produced under high quality assessment to meet international safety standards such as LPCB; DIN/ VDE; BS; IEC; PSB TUV; AS/ NZS; NES and NFC.



#### GE Automatic Transfer Switches

Over the last 110 years, GE equipment has established its reputation in ensuring electrical uptime for the mission critical applications.

GE Automatic Transfer Switches aiming for high speed switching of critical loads, is today an essential part of any emergency or standby power system. It is equipped with integral metering, high level diagnostics, built-in outage reporting, and high speed alarm capture that goes beyond source switching to ensure critical load uptime and operator safety.

The product is clearly differentiated from its class with the various third party testing and certification complying to various international standards namely ULI 008, IEC947-6-1, IEEE446, IEEE241 etc.



#### L&T Air Circuit Breakers

L & T is one of the world's five largest manufacturers of ACB and has supplied over 2,000,000 ACB across the world.

The new generation U-POWER 400 A to 6,300A ACB offers a unique blend of technology and extended modularity in four optimized frame sizes.



#### KYORITSU Automatic Transfer Switch

Mechanically latched MZ type Automatic Transfer Switch (ATS), 60A to 3,000A, 4Poles with early make late break on neutral phase are available for emergency and normal power changeover, complying with IEC and JEM standard.



## Marketing and Distribution

### Control Equipment

The Control Equipment that we market and distribute are mainly integrated into various types of machinery. It is also widely used in factories in automation industry.

The type of Control Equipment that we market and distribute include: -

#### FUJI Inverter

FUJI inverters contribute to automization, labour-saving and energy-saving in machines and facilities in industrial fields, HVAC & Water Work.

They are all compact, yet powerful, ranging from high-performance torque vector control models to simplified models. Our full line of inverters is capable of satisfying every demand of variable speed control.



#### FUJI Magnetic Contactors

A broad choice of contactors and starters are available for all industrial needs. SC-N5 to NI 6 employ FUJI's most advanced electronic technology (SUPER MAGNET) thus enhancing their performance and reliability.

All SC series contactors are approved by UL, CSA, TUV, BV, NK and Lloyds Register.



#### FUJI and PANASONIC Programmable Logic Controller

FUJI and PANASONIC PLCs feature high processing speeds and compatibility with various networks for increasingly complex, high-speed and advanced machine and measurement control and our scalable multicontrollers exceed the conventional PLC framework.



#### FUJI Recording Devices

##### FUJI Microjet Recorder

A product of FUJI's advanced technology for clear and continuous 6-colour inkjet recording, incorporating piezoelements for use in industrial applications.



##### FUJI Paperless Recorder

PC support software for display of storage data or CRT of PC and PC loader software for parameter settings are delivered as standard accessories with functions of root extraction, subtraction, integration and Fvalue calculations.

#### FUJI, PANASONIC and OMRON

##### Timers, Relays & Temperature Controllers

Control Relay, Timer, Limit Switch, Photoelectric, Proximity Sensor, Temperature Controller and etc.



### Network and Security Equipment

We currently market and distribute the following types of network and security equipment: -

Structured cabling system for IT networks

Closed-circuit cameras

Card access systems

Public address systems

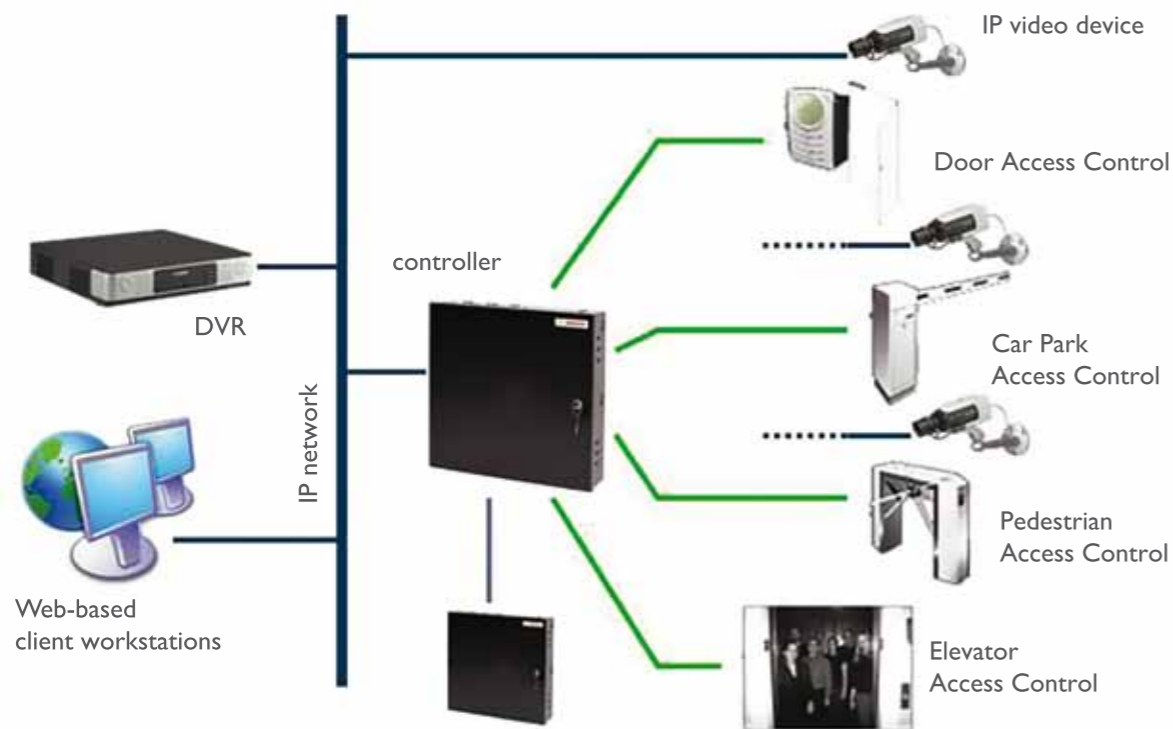
Private automatic branch exchange systems

Racking equipment for computer hardware

Hotel guestroom lighting and air conditioning management systems

Satellite Master Antenna Television (SMATV) systems

Other Electrical & Electronic components and equipment



IP Network Security Systems

### Elevator Systems

We design, manufacture, install, commission and maintain elevators, escalators and travellers thus providing our customers with a one-stop solution.

We currently have an R & D facility based in Subang Jaya, Selangor where we carry out R & D to design and develop elevator systems.

Our in-house R & D equipment in Subang Jaya include: -

Vibration Meter

Oscilloscope

Hardware design board

Software for 3-dimensional drawings and designs

Wiring diagram software

Simulation test kits



R & D Centre



R & D Facilities



Besides designing and manufacturing of new elevator systems, we also provide modernization packages for customers who wish to upgrade their existing elevator systems which include upgrading the elevator systems' control system by replacing an old relay system with a modern micro-computer system.



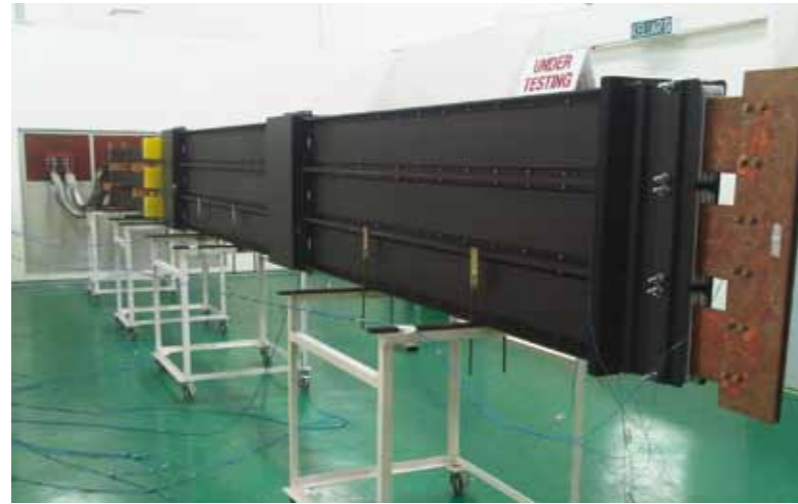
Old Controller by others

New Controller by EITA

## Manufacturing

### Busduct Systems

Furutec Electrical started to manufacture the under-licensed Furukawa busduct in Penang, Malaysia in 1995. It is a wholly-owned subsidiary of the EITA Group of Companies in 2008.



R&D Laboratory

Having benefitted from more than a decade of experience, Furutec is noted for its relentless and uncompromising commitment to quality and excellence as the Japanese manufacturing practice and culture have been firmly embedded into Furutec busduct. It is also tested and certified by KEMA, ASTA, INTERTEK, TÜV SÜD PSB and SIRIM in accordance to IEC 60439-2, IEC 60439-1, IEC 60529, BS6387, JIS A1304 and other international standards.

It has been successfully installed in various prestigious projects in Malaysia as well as South East Asia for the past decade. We take pride in further expanding our success to more countries through our regional partners.

### Other Electrical & Electronic Components and Equipment

Our group designs and manufacture a range of E & E components and equipment under our "REFAS" brand. The E & E components and equipment that we design and manufacture include: -

#### Centralised Dimming System (CDS)

#### Ballast and ignitors

#### Modular Connector For Lighting Systems



REFAS Centralised Dimming System (CDS)



Magnetic High Intensity Discharge Ballast

## Services

### Maintenance of Elevator Systems

Our group currently provides maintenance service for the elevators that we design and manufacture. Our elevator maintenance services is key to ensuring that our elevators continue to operate safely and reliably. This includes rapid emergency response that is on-call 24 hours a day.



EITA Elevator maintenance team

### Electrical, Security System and Other System Solutions

We also implement security system solutions and other system solutions for our customers. We procure, install and commission physical security systems incorporating closed-circuit television systems and card access systems.



## Project Reference

Commercial



1. Setia City Mall, Selangor, Malaysia
2. Commercial office building, Subang Jaya, Selangor
3. Mutiara Rini, Damansara, Selangor, Malaysia
4. Southgate, Kuala Lumpur, Malaysia
5. Johor Premium Outlets, Johor, Malaysia

## Project Reference

Commercial



6. Commercial building at Dataran Prima, Petaling Jaya, Selangor
7. Intermark Mall, Kuala Lumpur, Malaysia
8. REC Wafer - Renewable Energy Corporation Industrial Plant, Singapore
9. CCRC @ Buona Vista MRT, Singapore

## Project Reference

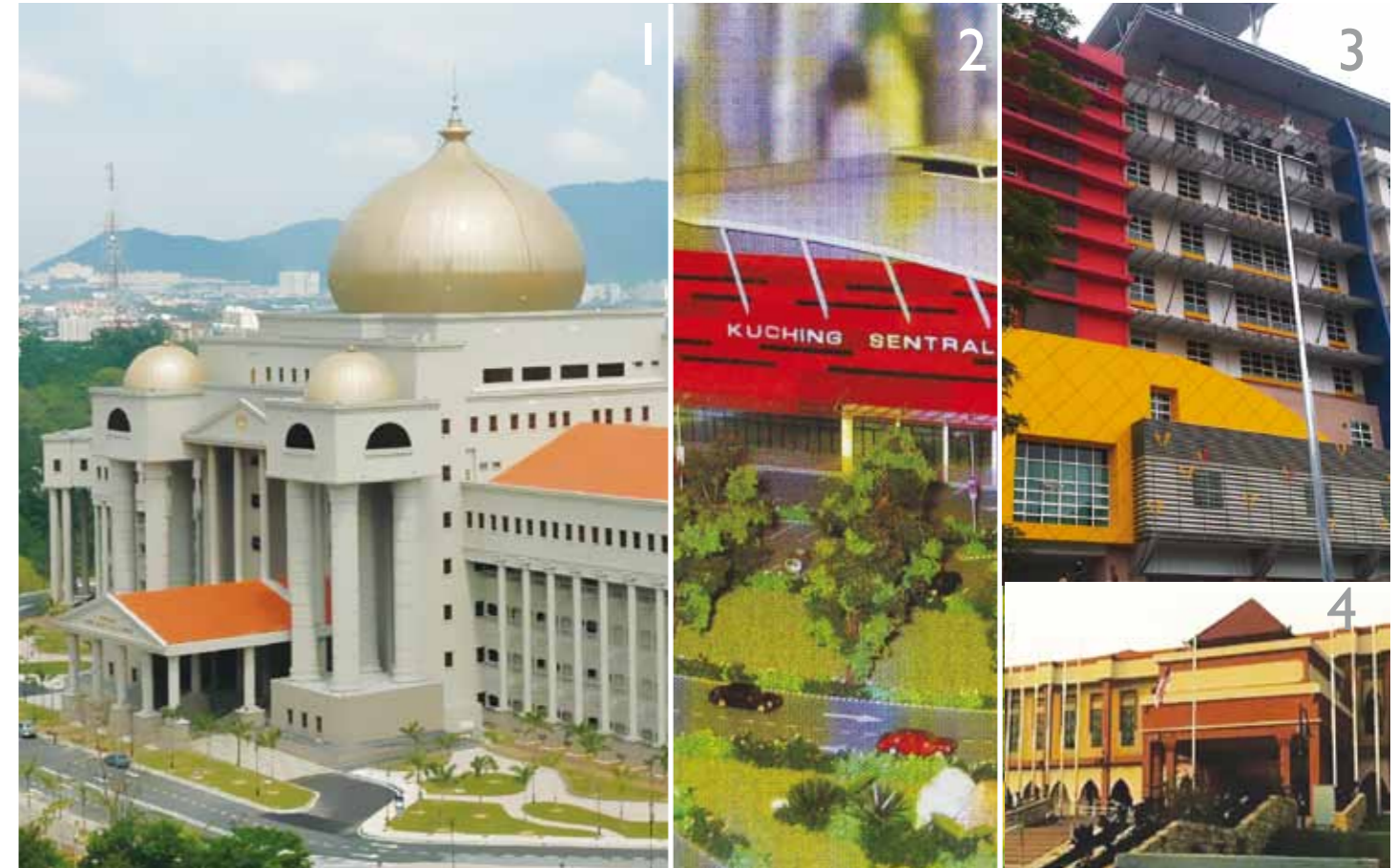
### Commercial



10. Times Square, Penang, Malaysia
11. Empire Tower, Selangor, Malaysia
12. Strand Garden Office, Selangor, Malaysia
13. Hotel cum shopping mall for Talat Sao, Laos
14. Commercial Block at Puchong, Selangor, Malaysia.

## Project Reference

### Public Utility



1. Mahkamah Syariah Persekutuan, Kuala Lumpur, Malaysia
2. Integrated Regional Bus Terminal, Kuching
3. Pusat Perubatan University Malaya (PPUM), Kuala Lumpur
4. Universiti Islam Antarabangsa Malaysia, Kuantan

## Project Reference

Hotels & Resorts  
Residential



### Hotels & Resorts

1. Resort World Sentosa, Singapore
2. Sheraton Kuching, Sarawak
3. Crown Plaza Hotel, Singapore

### Residential

4. I Mont' Kiara, Kuala Lumpur, Malaysia
5. PDRM Housing, Tmn Miharja Phase 2, Cheras, Kuala Lumpur, Malaysia
6. Putra Majestik - Sara Timur Condominium, Kuala Lumpur, Malaysia

## Project Reference

Highway Concessionaire



1. North South Expressway Package 5, between Ipoh and Jelapang, Malaysia
2. Lebuhraya Pantai Timur Fasa 2, Terengganu, Malaysia
3. Road bridge, rail bridge and associated works at Johor Bahru, Malaysia
4. Penang Bridge, Malaysia

## Events & Activities



EITA's Sports Club organizes events and activities so that our people can have a more balanced work environment, as well as providing a platform for the building of relationships. There are trips to interesting places, birthday parties, get-together dinners and other social events.



- |                                  |                                    |
|----------------------------------|------------------------------------|
| 1. EITA First Aid Training, 2007 | 5. Sports Champion Award, 2010     |
| 2. EITA Charity, 2007            | 6. Academic Excellence Award, 2010 |
| 3. EITA Durian Party, 2008       | 7. Blood Donation, 2010            |
| 4. EITA Safety Campaign, 2008    | 8. Annual Dinner, 2011             |

## Special Thanks

to our principals & partners for many years of support

### Principals



Fuji Electric Asia Pacific Pte. Ltd.  
Fuji Electric FA (Asia) Co., Ltd.



TE Connectivity



Leoni Studer AG



GE Pacific Pte. Ltd.



ENSTO Electric OY



Benalla Ltd.



Panasonic Electric Works  
Asia Pacific Pte Ltd



Kyoritsu Keiki Co. Ltd.



Larsen & Toubro Limited



Pfannenberg Asia Pacific Pte. Ltd.



CAE Data, S.A.S



Robert Bosch Sdn. Bhd.

### In House Brands



EITA Elevator (Malaysia) Sdn. Bhd.



EITA - Schneider (MFG) Sdn. Bhd.



Furutec Electrical Sdn. Bhd.



EITA Power System Sdn. Bhd.



EITA Technologies  
(Malaysia) Sdn. Bhd.



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