

AWARDS FOR BUSINESS CHAMPIONS

PEP Awards honour businessmen who help shape Singapore's pro-enterprise environment

1. Mr Malcolm Ong, CEO of Metropolitan Fishery Group, and owner of a floating fish farm was disappointed that fish farm operators in Singapore were not allowed to open up their fish farms to visitors for leisure activities. Such activities were already allowed in Malaysia and Indonesia but not in Singapore. The opening up of fish farms to visitors would benefit Singapore's tourism industry and Singaporeans need not go to other countries just to see, learn and experience what life is like on a fish farm.
2. A sales consultant at PEM Confinement Nanny Agency, Mr Edison Phua found it difficult to deploy Malaysian confinement nannies due to a stay restriction rule which stipulated that Malaysian nannies who had worked in Singapore for 60 days had to leave Singapore for at least a month before re-entering the country. He felt that these nannies should be treated like other work permit holders such that their stay in Singapore would not be restricted to 60 days.
3. Mr Freddy Ong of Worldgreen Shipping Pte Ltd found it a hassle to request technical information for de-registered cars bound for export. He had to support each request with a lot of documents, some of which could not be obtained easily, such as the sales agreements from all prior transactions involving the car. He suggested that the documents required be reduced to just those between the last owner and the exporter.
4. In all three instances, Mr Malcolm Ong, Mr Edison Phua, and Mr Freddy Ong took the initiative to submit their suggestions to the Pro-Enterprise Panel (PEP). In addition to seeing their suggestions accepted, they were presented with the **PEP Awards for Best Pro-Enterprise Suggestions**. This is the second time that the PEP has given out these awards, which serve to recognise the best ideas to cut business red tape accepted by the PEP between 1 July 2008 and 31 August 2010.
5. The Minister for Trade and Industry, Mr Lim Hng Kiang, presented each of the three winners with a \$1,000 award at the PEP 10th Anniversary Gala held at Movida@St James Power Station. This year marks the 10th anniversary of the PEP, which was set up in 2000 as a public-private partnership to seek

suggestions to improve government rules and regulations so that businesses spend less time, effort, and money to comply with them.

6. Chairman, PEP, and Head of Civil Service, Mr Peter Ong, applauded the contributions of the winners. "Selecting the Best Pro-Enterprise Suggestions has been a worthwhile exercise as we want to recognise suggestors who have given impactful and innovative pro-enterprise suggestions to the PEP. Good ideas help improve our rules, so that we can achieve our policy objectives without imposing heavy burdens on businesses. Without the contribution of good ideas from businesses, the PEP would not have managed to make an impact across so many different sectors of the economy in the last ten years. With these awards, we hope to inspire more businesses to work with us to create an even more pro-enterprise environment for their benefit."

7. The inaugural PEP Awards for the Best Pro-Enterprise Suggestions were launched in 2008. Since its inception in 2000, the PEP has received nearly 1,800 suggestions, more than half of which were accepted. The PEP welcomes all businesses to submit their suggestions via the PEP website at <http://www.pep.gov.sg/>.

Ministry of Trade and Industry
1 November 2010

Annex

The Pro-Enterprise Panel

1. The PEP 10th Anniversary Gala held on 1st Nov 2010 at Movida@St James Power Station celebrates the 10th year of the PEP. Set up in 2000, the PEP seeks and acts on suggestions on how government rules and regulations can be improved so that our businesses spend less time, effort, and money in complying with them.
2. The PEP is chaired by the Head of Civil Service, with members who are mostly business champions from the private sector. The unique character of the PEP as a public-private partnership signals a shift of the government from its traditional role as a regulator, to also a facilitator for businesses. Good ideas from the private sector strengthen this partnership and the PEP facilitates this process by encouraging businesses to submit suggestions. This can be easily done online via the PEP website.
3. The PEP is supported by the **Speed Team for Enterprises** or STENT network of officers drawn from the highest echelons of the public service (e.g. the Deputy Secretaries of Ministries). This leadership support ensures that every suggestion to cut red tape is rigorously evaluated at the highest level.
4. The PEP is now the feedback channel of choice for businesses that have problems with red tape. Since its inception, the PEP has received almost 1,800 suggestions, more than half of which were accepted.
5. The PEP has moved beyond cutting red tape to encouraging innovation directly by championing the **First Mover Framework**. This framework gives a leg-up to entrepreneurs with innovative business ideas that require the use of public assets. They can enjoy the use of such assets at a discount or without having to bid for them competitively.
6. Singapore was ranked first in 2009 by the World Bank for the fourth year running, in its Doing Business 2010 Report, as the easiest place in the world to do business (out of 183 economies). The PEP has also been recognised as a Finalist in the 2007 United Nations Public Service Awards as well as the 2010 Commonwealth Association for Public Administration & Management (CAPAM) International Innovations Awards.

More details on the PEP can be found on <http://www.pep.gov.sg>