

# NATIONAL PRODUCTIVITY AND CONTINUING EDUCATION COUNCIL

## PRESS RELEASE

### **14 NEW MEMBERS APPOINTED TO THE NATIONAL PRODUCTIVITY AND CONTINUING EDUCATION COUNCIL (NPCEC)**

The National Productivity and Continuing Education Council (NPCEC) announced today, a new two-year term of office (1 April 2012 to 31 March 2014) for 25 members. Fourteen of them are newly appointed while 11 existing members have been re-appointed for continuity. New members on the Council include a business consultant and an academic.

2. Chaired by Deputy Prime Minister Tharman Shanmugaratnam, the NPCEC oversees and drives the national effort to boost productivity. The Council comprises members from the unions, and the private and public sectors. (Please refer to Annex A for the full list of Council Members.)

3. Since the formation of the NPCEC in April 2010, the Council has developed a sector-based strategy to improve national productivity by 2 to 3 per cent per annum over the next 10 years. Following the initial identification of 12 priority sectors, the Council has since completed 11 productivity roadmaps.

4. Early this year, the Council also identified 4 new sectors of interest, namely, process construction & maintenance, financial services, accountancy and social services. This brings the total number of sectors identified by NPCEC to 16, covering about 55% of Singapore's Gross Domestic Product (GDP) and 60% of employment. (Please refer to Annex B for the list of 16 sectors.) The NPCEC has also mounted the nation-wide public outreach effort **Way To Go, Singapore!** to bring home to workers and companies the benefits of productivity enhancements in the workplace.

5. DPM Tharman said, "Since its formation, the NPCEC has been working closely with the Private, Public and People sectors to drive this national effort to raise productivity as the basis for sustainable growth of incomes and inclusive growth. For the new term, we have brought more members into the NPCEC, to add diverse perspectives, including from SMEs and the services sector. I would like to express my strong appreciation to the out-going members for their invaluable contributions in helping to drive the national productivity effort over the last two years."

**Issued on 3 May 2012**

# NATIONAL PRODUCTIVITY AND CONTINUING EDUCATION COUNCIL

## Annex A

### MEMBERS OF THE NATIONAL PRODUCTIVITY AND CONTINUING EDUCATION COUNCIL (NPCEC)

<b>Government Representatives</b>		
1.	Mr Tharman Shanmugaratnam	Deputy Prime Minister & Minister for Finance and Manpower (Chairman)
2.	Mr Lim Hng Kiang (Re-appointed)	Minister for Trade & Industry
3.	Mr Heng Swee Keat (Re-appointed)	Minister for Education
4.	Mr Lee Yi Shyan (Re-appointed)	Minister of State for Trade & Industry and National Development
5.	Mr Tan Chuan-Jin (Re-appointed)	Minister of State for Manpower and National Development
6.	Mrs Josephine Teo (Re-appointed)	Minister of State for Finance and Transport
<b>Company Representatives</b>		
7.	Mr Aaron Boey (Re-appointed)	EVP, President of Commercial Operations, Asia Pacific for Levi Strauss & Co., and President, Global dENiZEN™ brand
8.	Mr Gerry Tan Yue Boon	Managing Director, Griffin Kinetic Pte Ltd
9.	Mr Hong Kok Leong	World Class Manufacturing Champion, South & South East Asia, Tetra Pak
10.	Mr Mohamed Abdul Akbar Bin Mohamed Abdul Kader	Managing Director, Nan Guan Construction Pte Ltd
11.	Mr Mohan Mulani	CEO, Harry's Holdings Limited
12.	Mr Pek Lian Guan (Re-appointed)	Managing Director, Tiong Seng Contractors Pte Ltd
13.	Mr Pete Lassen	Director of Operations, Molex Singapore Pte Ltd
14.	Mr Thomas Chua Kee Seng	Chairman and Managing Director, Teckwah Industrial Corporation Ltd
<b>Trade Associations and Chambers Representatives</b>		
15.	Dr Ahmad Mohd Magad (Re-appointed)	President, Singapore Productivity Association (SPA)

**NATIONAL PRODUCTIVITY AND CONTINUING EDUCATION COUNCIL**

16.	Mr Andrew Tjioe	Vice-President, Restaurant Association of Singapore (RAS)
17.	Mr Kwek Theng Swee	Advisor, Federation of Merchant's Associations, Singapore (FMAS)
18.	Mr Stephen Lee (Re-appointed)	President, Singapore National Employers Federation (SNEF)
19.	Mr Tony Chew	Chairman, Singapore Business Federation
<b>Business Consultant</b>		
20.	Mr Jeffrey Chua	Partner and Managing Director (Singapore), The Boston Consulting Group (BCG)
<b>Academic</b>		
21.	Associate Professor Hum Sin Hoon	Deputy Dean, National University of Singapore Business School
<b>Union Representatives</b>		
22.	Ms Diana Chia	President, NTUC
23.	Mr Lim Swee Say (Re-appointed)	Secretary-General (SG), NTUC
24.	Mr K. Karthikeyan	General Secretary, United Workers of Petroleum Industry (UWPI) and Vice President, NTUC
25.	Mr Tan Hock Soon	General Secretary, Food Drinks and Allied Workers' Union (FDAWU) and Central Committee Member, NTUC

16 SECTORS OF INTEREST

1. Construction
2. Electronics
3. Precision Engineering
4. Transport Engineering
5. General Manufacturing
6. Retail
7. Food Services
8. Hotels
9. Healthcare
10. Infocomm & Media
11. Logistics
12. Administrative & Support Services
13. Financial Services
14. Accountancy
15. Social Services
16. Process Construction & Maintenance

# NATIONAL PRODUCTIVITY AND CONTINUING EDUCATION COUNCIL

## Annex C

### **ABOUT THE NATIONAL PRODUCTIVITY AND CONTINUING EDUCATION COUNCIL (NPCEC)**

The National Productivity and Continuing Education Council (NPCEC), chaired by Deputy Prime Minister Tharman Shanmugaratnam, is a tripartite Council comprising members from the unions, private and public sectors (List of members in [Annex A](#)). The Council was set up in April 2010 to galvanise the nation to achieve national productivity growth of two to three per cent per annum over the next 10 years.

The Council's **three main areas** of focus are:

- To champion and prioritise national productivity initiatives at the sectoral, enterprise and worker levels
- To develop a comprehensive, first-class national CET system
- To entrench a culture of productivity and continuous learning and upgrading in Singapore

Recognising that each sector in our economy faces different challenges, the Council has adopted a sectoral approach, with an initial focus on 12 priority sectors. These sectors were selected based on their contribution to GDP, employment size, and potential for productivity gains. Productivity roadmaps were developed to spur productivity at the sector, enterprise and worker levels. To date, most of the roadmaps have been endorsed. The NPCEC has identified 4 new sectors of interest. They are: financial services, accountancy, social services and process construction and maintenance. (List of all the priority sectors is listed in [Annex B](#).)

The sectoral approach is supported by efforts in key horizontal productivity enablers which have across-the-board impact in raising productivity. The 3 horizontal programmes that have been endorsed are the SME-Productivity Roadmap (SME-PRO), Inclusive Growth Programme (IGP) and iSPRINT.

At the worker level, the emphasis is on enhancing employability and competitiveness of our workforce, to meet the changing needs of the economy. The Council is reviewing the Continuing Education and Training (CET) framework so that it can be enhanced to support a culture of life-long learning and upgrading for employability.

## NATIONAL PRODUCTIVITY AND CONTINUING EDUCATION COUNCIL

The following are the **sectoral** strategies and **horizontal** programmes launched to date:

Initiatives	Description	Target
<b>Construction Productivity Roadmap (Launched in Mar 2010)</b>	<p>A comprehensive and holistic plan to transform the construction industry and raise its productivity in the long-term. The Roadmap aims to realise the vision of a highly integrated and technologically advanced construction sector that will be led by progressive firms and supported by a skilled and competent workforce in 2020, through a four-pronged approach.</p> <p>A \$250m Construction Productivity and Capability Fund (CPCF) was launched in Jun 2010 and enhanced in Mar 2011, to provide incentives to the industry in the areas of workforce development and skills upgrading, technology adoption and capability building. As at end Jan 2012, the CPCF take-up rate is \$37m.</p>	The long term target is to raise the productivity of the sector by 20% to 25% over the next ten years.
<b>Administrative and Support Services (Landscape) Productivity Roadmap (Launched in Sep 2010)</b>	<p>The plan aims at transforming the landscape industry through workforce upgrading and the restructuring of industry operations.</p> <p>NParks will implement the Roadmap progressively over 2011 to 2016 with a total funding of \$12mil.</p>	To improve landscape industry productivity by an average of 2.5% per annum over the next 10 years.
<b>Hotel Industry Productivity Roadmap (Announced in Mar 2011)</b>	<p>The roadmap involves a three-pronged strategy to increase the hotel industry's productivity, via:</p> <ol style="list-style-type: none"> <li>1) Raising local participation and the overall manpower quality in the industry;</li> <li>2) Enhancing customer service levels; and</li> </ol>	STB will work with hotels to measure improvements on the ground.

**NATIONAL PRODUCTIVITY AND CONTINUING EDUCATION COUNCIL**

<b>Initiatives</b>	<b>Description</b>	<b>Target</b>
	3) Improving hotels' operational efficiency levels.	
<b>Food Services Productivity Roadmap (Launched in Apr 2011)</b>	The plan encourages companies to re-design processes to optimise workflow and improve service delivery; upgrade manpower and HR capabilities for a more productive workforce; and facilitates the development of innovative food products and dining concepts to help companies grow their customer base, optimise capacities, and raise vibrancy in the sector. \$75m has been set aside for the 5-year plan.	Achieve a 20% increase in nominal value added (VA) per worker to \$27,600 by 2015
<b>Retail Productivity Roadmap (Launched in Apr 2011)</b>	The \$86m plan aims to improve the sector's productivity by providing support and know-how to retailers in three crucial areas: 1. Achieve process excellence through adoption of info-comm technologies; 2. Drive people excellence by training, optimal manpower scheduling and deployment; and 3. Promote service excellence through the Customer-Centric Initiative.	Achieve a 25% increase in nominal value added (VA) per worker to \$46,000 by 2015.
<b>Precision Engineering (PE) Productivity Roadmap (Launched in Sep 2011)</b>	The plan focuses on industry transformation, operational efficiency improvement and manpower development to achieve sustainable growth for the industry and create better jobs for Singaporeans. \$52m has been set aside to support skills-upgrading initiative.	Triple the value added (VA) per worker from \$67,000 in 2008 to \$178,000 by 2020.
<b>General Manufacturing (Furniture) Productivity Roadmap</b>	The \$17m plan aims to improve the productivity and global market share of the	Achieve a 20% increase in nominal value added (VA) per worker and raise

**NATIONAL PRODUCTIVITY AND CONTINUING EDUCATION COUNCIL**

<b>Initiatives</b>	<b>Description</b>	<b>Target</b>
<b>(Launched in Oct 2011)</b>	Singapore's furniture industry through training and process optimisation; strengthening the industry's design and branding capabilities; and enhancing the sector's international expansion capabilities.	Singapore furniture industry's global market share to 1.5% by 2015.
<b>Food Manufacturing Productivity Roadmap (Launched in Nov 2011)</b>	A total of \$45 million will be committed to boost productivity in the food manufacturing industry for the next five years. Areas earmarked for improvement include automation and innovation adoption, and manpower development.	Improve productivity by 20% in nominal value added per worker by 2016.
<b>Logistics and Transportation Productivity Roadmap (Launched in Mar 2012)</b>	<p>A \$42-million, 5-year productivity roadmap, will help to increase the long term productivity of the logistics and transportation industry. This increase in productivity in the logistics sector would also boost productivity in both the manufacturing and services sectors.</p> <p>Drawn up by EDB and SPRING Singapore, the roadmap focuses on the following 2 areas:</p> <ul style="list-style-type: none"> <li>(i) Enhancing Supply Chain Management Expertise; and</li> <li>(ii) Enhancing Innovation and Efficiency at Enterprise and Industry Levels.</li> </ul> <p>A Centre of Innovation for Supply Chain Management (COI-SCM), in partnership with Republic Polytechnic will be officially launched later this year. It will be a one-stop platform to assist companies in enhancing efficiency gains and developing expertise through training courses.</p>	The productivity roadmap, will help select segments of the logistics and transportation industry achieve the productivity target of S\$130,000 for VA per worker by 2015.



**NATIONAL PRODUCTIVITY AND CONTINUING EDUCATION COUNCIL**

<b>Initiatives</b>	<b>Description</b>	<b>Target</b>
<p><b>Infocomm Productivity Roadmap (Launched in Mar 2012)</b></p>	<p>The roadmap aims to help local infocomm companies in the software development, system integration &amp; IT consultancy sub-segments accelerate their transition from labour-led business models towards product- or cloud-based models. A budget of \$46 million has been set aside for the 5 year plan to help companies re-engineer their solutions, provide access to cost-effective productivity tools &amp; resources, train a pool of infocomm professionals with specialised productivity-related skills, and help companies extend their market outreach.</p>	<p>The roadmap will benefit more than 1,100 iLEs, train 10,000 infocomm professionals and raise the value add (VA) per worker of the three target sub-segments by 7% CAGR from \$79,451 to \$105,434 over the next five years.</p>
<p><b>Healthcare Productivity Roadmap (Launched in Mar 2012)</b></p>	<p>The \$130M plan supports productivity and quality improvements across the healthcare sector. In the acute sector, a \$20M Healthcare Productivity in Acute Services Scheme ('Health-PASS') will be set up to promote efficient practices in hospitals. We will also work closely with the ILTC sector to build its capabilities and boost productivity. We are putting in \$110 million over the next five years, to work with ILTC providers on various productivity initiatives, such as bulk procurement, job and process redesign, and leveraging on IT. As part of this effort, the Agency for Integrated Care will set up a new \$20M Community Health Improvement and Productivity Scheme ('CHIPS'), to drive quality improvement and productivity in the sector. We will also provide more support for the</p>	<p>The roadmap will support productivity and quality improvements across the healthcare sector.</p>

NATIONAL PRODUCTIVITY AND CONTINUING EDUCATION COUNCIL

Initiatives	Description	Target
	sector to send its staff for training and development, and to build up its capabilities, through upgrading scholarships and continual training programmes.	

**NATIONAL PRODUCTIVITY AND CONTINUING EDUCATION COUNCIL**

**Horizontal**

<b>Initiatives</b>	<b>Description</b>	<b>Target</b>
<p><b>Continuing Education and Training (Launched in Mar 2010)</b></p>	<p>Significant expansion of CET capacity at the polytechnics. The polytechnics have increased the number of training places for part-time diploma, advanced diploma and specialist diploma programmes to over 7,000 at the end of Academic Year 2010/2011. MOE will continue to grow CET training capacity at our polytechnic. The polytechnics have provided greater flexibility for adult learners to pursue CET and to allow adult learners to customise their training. To cater to the needs of working adults, the polytechnics have revised their part-time Diploma programmes to be more compact and modular. Course durations for the revised part-time Diploma programmes have been halved, from five years (1,800 hours) to approximately two and a half years (900 hours) without compromising rigour or quality. The polytechnics and ITE have also introduced productivity-related courses in conjunction with WDA. These include the WSQ Specialist Diploma in Productivity Management (Manufacturing) and single module short courses such as Cultivate Productivity and Innovative Mindset.</p>	<p>MOE will expand the number of CET training places in part-time diploma and post-diploma programmes at the polytechnics by 60%, from 6,400 to 10,100 places, by 2015.</p>
<p><b>iSPRINT - An Integrated Scheme To Drive Infocomm Adoption Among SMEs (Launched in Mar 2010)</b></p>	<p>iSPRINT was introduced by IDA in collaboration with SPRING and IRAS in March 2010. The scheme aims to improve productivity and enable innovation for SMEs across all sectors, and be a one-stop integrated financial support for infocomm implementation. iSPRINT is</p>	<p>To support at least 5,000 SMEs in adopting infocomm by March 2016.</p>

**NATIONAL PRODUCTIVITY AND CONTINUING EDUCATION COUNCIL**

<b>Initiatives</b>	<b>Description</b>	<b>Target</b>
	<p>intended to make infocomm adoption affordable among SMEs through supporting the first adoption of a new infocomm capability and cover the varied needs of the enterprises.</p> <p>More than 2,800 SMEs have benefitted from iSPRINT since 2010. iSPRINT has committed \$85.5m for the next 5 years from 2011.</p>	
<p><b>SME Productivity Roadmap (SME-PRO) (Launched in Jun 2010)</b></p>	<p>SME-PRO is a systematic approach to help SMEs kick-start their productivity journey. It encourages companies to 'Be Aware', 'Get Trained' and 'Take Action'.</p> <p>The Productivity@Work portal and the Productivity Management Programme (PMP) are two key initiatives under SME-PRO.</p> <p>To-date, the portal has attracted more than 162,000 unique visitors. The PMP offered by the Enterprise Development Centres (EDCs) has assisted more than 4,100 SMEs through productivity workshops, advisory services and assessments of productivity performance using the IMPACT Assessment Tool. Together with IRAS, the EDCs have also conducted clinic sessions from Apr to Sep 2011, to advise SMEs on how to tap on the Productivity and Innovation Credit (PIC) scheme. 320 SMEs have attended the clinics.</p>	<p>Reach out to 100,000 SMEs by 2012.</p>
<p><b>Inclusive Growth Programme (Launched in Aug 2010)</b></p>	<p>IGP is a \$40 million initiative which aims to improve the skills, productivity and wages of 25,000 low-wage workers across all sectors in the</p>	<p>IGP targets to improve the skills, productivity and wages of 25,000 low-wage workers across all sectors in the economy.</p>

NATIONAL PRODUCTIVITY AND CONTINUING EDUCATION COUNCIL

Initiatives	Description	Target
	economy. As at end Jan 2012, IGP has committed \$29 million to 513 projects from 380 companies. Over 35,000 workers will benefit when the projects are completed.	

## NATIONAL PRODUCTIVITY AND CONTINUING EDUCATION COUNCIL

### Access to Government Schemes

1. EnterpriseOne Portal <http://www.enterpriseone.gov.sg>  
Productivity@Work Portal
2. National Productivity Portal <http://waytogo.sg>
3. 5 Enterprise Development Centres (EDCs)

EDC	Tel	Website	Email
<b>EDC@ASME</b> Association of Small and Medium Enterprises	+65 6513 0388	<a href="http://www.edc-asme.sg">www.edc-asme.sg</a>	<a href="mailto:enquiries@edc-asme.sg">enquiries@edc-asme.sg</a>
<b>EDC@SCCCI</b> Singapore Chinese Chamber of Commerce & Industry	+65 6337 8381	<a href="http://www.edc-sccci.sg">www.edc-sccci.sg</a>	<a href="mailto:edc@edc-sccci.sg">edc@edc-sccci.sg</a>
<b>EDC@SICCI</b> Singapore Indian Chamber of Commerce & Industry	+65 6508 0147	<a href="http://www.edc-sicci.sg">www.edc-sicci.sg</a>	<a href="mailto:edc@edc-sicci.sg">edc@edc-sicci.sg</a>
<b>EDC@SMa</b> Singapore Manufacturers' Federation	+65 6826 3020	<a href="http://www.edc-sma.sg">www.edc-sma.sg</a>	<a href="mailto:edc@edc-sma.sg">edc@edc-sma.sg</a>
<b>EDC@SMCCI</b> Singapore Malay Chamber of Commerce & Industry	+65 6293 3822	<a href="http://www.edc-smcci.sg">www.edc-smcci.sg</a>	<a href="mailto:gadvisory@edc-smcci.sg">gadvisory@edc-smcci.sg</a>