

## **PRIVATE SECTOR AND GOVERNMENT AGENCIES RECOGNISED FOR ENABLING A PRO-ENTERPRISE ENVIRONMENT**

### **Highlights**

- **Pro-Enterprise Index improves to 77.64 in 2016 from 76.40 in 2015**
- **Maritime and Port Authority of Singapore is the top-ranked agency for the fifth consecutive year**
- **Singapore Civil Defence Force bags the most number of awards**

1. In the 2016 Pro-Enterprise Ranking (PER) survey, most businesses surveyed felt that government agencies regularly reviewed regulations, and were transparent in administering the regulations. The overall Pro-Enterprise Index (PEI) of the 29 participating regulatory agencies increased to 77.64 in 2016, up from 76.40 in 2015.
2. The annual PER survey is commissioned by the Pro-Enterprise Panel (PEP) to assess the pro-enterprise performance of government regulatory agencies in Singapore. This year's survey includes one new agency, the Council of Private Education. Agencies that did well in the survey were recognised at the 2016 Pro-Enterprise Panel – Singapore Business Federation (PEP-SBF) Awards held on 10 November 2016. The event recognises the collaborative efforts of government agencies and businesses to enhance Singapore's pro-enterprise environment.
3. There are a total of five awards this year. The award categories are the Pro-Enterprise Awards, Most Improved Agency Awards, Best Pro-Enterprise Suggestion Award, Pro-Enterprise Initiative Awards and the Pro-Enterprise Partner Award. A total of 33 awards were given out to businesses, trade associations and public agencies. This is higher than the 28 awards given out in 2015.

### **Recognising private sector's contributions**

4. Mr SS Teo, Chairman of the Singapore Business Federation (SBF), said, "We are pleased to give recognition to public agencies that are pro-enterprise with the PEP-SBF Awards 2016. As the apex business chamber, SBF will continue to foster closer collaborations between businesses and the Government to enhance Singapore's pro-business policies and environment. Singapore must provide good policy and regulatory environment for our businesses to innovate in the new environment. This will enhance our competitiveness as a global business city."
5. Six private sector businesses and trade associations were recognised for their collaborations with public agencies in improving the regulatory landscape. They

received the PEP Best Suggestion Award and the Pro-Enterprise Partner Award for providing regulatory feedback and suggestions which benefit the larger business community.

6. Ms Sarah Boyd, Director of Guardian Health & Beauty received the award for Best Pro-Enterprise Suggestion. She said “Guardian is honoured to be recognised with the Best Suggestion award and will continue to contribute feedback on how regulations in the healthcare sector can support innovation and new business models”.
7. Mr Douglas Foo, SBF Council Member and President of Singapore Manufacturing Federation (SMF), a recipient of the Best Pro-Enterprise Partner Award said, “SMF encourages our members to constantly innovate and adopt technology. With today’s challenging and volatile economic conditions, it is imperative for businesses and government to work closely together on regulations that support innovation and technological adoption by businesses in order to achieve transformational improvements and growth”.
8. Also receiving the Best Pro-Enterprise Partner Award was Mr Wong Mong Hong, Immediate Past President of Singapore Food Manufacturers’ Association (SFMA). He said, “Innovation and growth are the two most crucial elements that enable Singapore’s economic advancement. These two elements will be greatly enhanced when they are appropriately regulated under a pro-enterprise environment. SFMA is honoured to be recognised for working closely with regulatory agencies to enable a more pro-enterprise regulatory environment for food manufacturers”.

#### **MPA is the top-ranked agency for the fifth year**

9. The Maritime and Port Authority of Singapore (MPA) has been ranked the top agency for five consecutive years in the PER Survey. Mr Andrew Tan, Chief Executive of MPA, said, "Knowing the needs of our customers is key. MPA strives to listen to our customers and works with them to develop solutions that benefit the industry. During this challenging period for the industry, responsiveness is key. MPA is therefore committed to working closely with our customers to weather the current downturn. We are also committed to work with industry to position ourselves for future growth".

#### **SCDF receives the most number of awards**

10. The Singapore Civil Defence Force (SCDF) received four awards, the most number of awards among the public sector agencies. These awards recognised SCDF’s commitment to being pro-enterprise and partnering with businesses on initiatives such as streamlining the petroleum and flammable materials licence process and allowing collective approval for Temporary Change of Use Permit for shopping malls.
11. SCDF Commissioner Eric Yap said, “We are glad that the pro-enterprise initiatives we have rolled out over the years have greatly benefitted our customers. We will

*Embargoed until 10 November, 12pm*

continue to collaborate and work with our customers, to ensure that our requirements and regulations take into account the changing needs of the business environment and minimise business costs, while at the same time maintain an effective and robust fire safety regulatory and enforcement regime”.

**JOINTLY ISSUED BY MINISTRY OF TRADE AND INDUSTRY AND SINGAPORE  
BUSINESS FEDERATION  
10 NOVEMBER 2016**

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**Annex A**

**Background of Awards to be given out at the PEP-SBF Awards 2016**

**A) PEP-SBF Pro-Enterprise Agency Awards 2016**

The PEP-SBF Pro-Enterprise Agency Awards are based on the results of the annual Pro-Enterprise Ranking (PER) Survey, which has been conducted annually since 2004.

The PER Survey is a survey of businesses' perception of the pro-enterprise orientation of government regulatory agencies. The PER survey, which involved more than 5,000 respondents, assessed 29 government regulatory agencies on 5 specific areas, including "Review of Rules Regulations", "Transparency", "Compliance Cost", "Customer Responsiveness" and "Pro-Enterprise Orientation".

Awards are given to the top ten ranked agencies. Three agencies are recognised as showing the greatest improvement in the PER Survey 2016.

<b>Ranking</b>	<b>Agency</b>
<b>1</b>	Maritime and Port Authority of Singapore (MPA)
<b>2</b>	Singapore Land Authority (SLA)
<b>3</b>	International Enterprise Singapore (IE Singapore)
<b>4</b>	Singapore Customs (Customs)
<b>5</b>	Singapore Civil Defence Force (SCDF)
<b>6</b>	Civil Aviation Authority of Singapore (CAAS)
<b>7</b>	Central Provident Fund Board (CPF Board)
<b>8</b>	Inland Revenue Authority of Singapore (IRAS)
<b>9</b>	Singapore Tourism Board (STB)
<b>10</b>	Info-communications Development Authority of Singapore (IDA)

**B) PEP-SBF Most Improved Agency Award 2016**

<b>Agency</b>
Singapore Tourism Board (STB) <ul style="list-style-type: none"><li>• Up from 23rd position in 2015 to 9th position in 2016.</li></ul>
Singapore Civil Defence Force (SCDF) <ul style="list-style-type: none"><li>• Up from 15th position in 2015 to 5<sup>th</sup> position in 2016.</li></ul>
Immigration and Checkpoints Authority (ICA) <ul style="list-style-type: none"><li>• Up from 24<sup>th</sup> position in 2015 to 15th position in 2016.</li></ul>

### **C) PEP Best Suggestion Award**

The PEP Best Suggestion Award recognises private sector individuals and businesses which have contributed feedback and suggestions to the PEP, which led to significant improvements in the business operating environment.

This year, three individuals will receive the award. The three government agencies which have reviewed and accepted these suggestions are also recognised and awarded the PEP Best Suggestion (Supporting Agency) Award.

Details of the winning suggestions are:

<b>Suggestion: Sale Of Over-The-Counter (OTC) Products Via Vending Machines</b>	
<b>Suggestor:</b> Guardian Health & Beauty (Guardian)	<b>Supporting Agency:</b> Health Sciences Authority (HSA)
To provide more convenience to consumers and reduce reliance on manpower, Guardian provided feedback to the Health Sciences Authority (HSA) to consider allowing the sales and supply of certain over-the-counter or General Sale List (GSL) medicines/products via vending machines. GSL items currently can be bought over the counter without the need for a doctor's prescription or the supervision of a pharmacist. Some examples include paracetamol, antacid and charcoal tablets.	HSA consulted with relevant stakeholders in reviewing regulations to facilitate the sales and supply of GSL medicines via vending machines. With this change, businesses will stand to benefit from another option of selling GSL medicines, and consumers will benefit from the convenience of being able to purchase such medicines anytime. To ensure that the safety and quality of these medicines supplied via vending machines are not compromised, HAS has also put in place appropriate safeguards. The relevant legislation has been revised and has taken effect from 1 November 2016.

<b>Suggestion: Motorised personal mobility devices – self-balancing vehicles</b>	
<b>Suggestor:</b> EMARCO Enterprise Pte Ltd (EMARCO)	<b>Supporting Agency:</b> Land Transport Authority (LTA)
Previously, there was a lack of clear guidelines and legislation for the use of motorised personal mobility devices (PMDs) such as one or two wheeled self-balancing vehicles. Businesses which sold such devices in Singapore faced challenges in securing contracts with corporate users who wanted to be	The Active Mobility Advisory Panel, which was set up by LTA to develop rules and norms for active mobility, has studied the rules for the use of PMDs. In March 2016, the panel submitted its recommendations for the proposed rules and code of conduct to facilitate the safe and harmonious use of footpaths, cycling

<p>assured that such devices were authorised by LTA for use outside building premises.</p> <p>EMARCO, which is a distributor of a wide range of eco-friendly products, such as motorized PMDs, suggested that LTA provide clarity on the rules and regulations for the use of PMDs</p>	<p>paths and shared paths. This included rules and guidelines on the use of PMDs.</p>
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**Suggestion:  
Water Efficiency Labelling Scheme (WELS)**

<p><u>Suggestor:</u> Mr Benjamin Tay Wan Tai &amp; Co (Pte) Ltd</p>	<p><u>Supporting Agency:</u> Public Utilities Board (PUB)</p>
<p>In September 2015, PUB announced that it would be introducing a validity period of 3 years for Water Efficiency Labelling Scheme (WELS) to ensure that WELS products comply with the latest PUB-stipulated standards.</p> <p>Mr Tay from Wan Tai &amp; Co, which is an importer and retailer of sanitary fittings, expressed concern that with this new regulation, his company would face difficulties selling its existing merchandise within the 3-year WELS validity period. He therefore suggested that the new requirement apply only to newly built houses, while allowing products with outdated WELS to be used for replacements and renovations.</p>	<p>PUB clarified that the proposed introduction of the 3-year validity period was to ensure that WELS products met the latest standards, not cause water contamination and wastage, and were durable.</p> <p>Nonetheless, in response to the industry's feedback, PUB has decided not to impose any validity period for the WELS label.</p>

**D) Public Sector Pro-Enterprise Initiative Award**

The Public Sector Pro-Enterprise Initiative Award recognises public sector officers/ teams who have been proactive in initiating pro-enterprise changes that have improved service delivery and reduced business compliance costs.

There are three levels of awards (Gold, Silver and Bronze).



Award	Agency & Initiative
<b>Gold</b>	<p><u>Accounting and Corporate Regulatory Authority (ACRA) - Enhanced iShop@ACRA</u></p> <p>iShop@ACRA is a 24x7 business information service portal which provides services to both local and overseas businesses. ACRA enhanced iShop@ACRA to expand the services offered and enable more transactions to be carried out online, e.g. instantaneous delivery of electronic products, electronic certification and product authentication. The removal of manual processes and faster processing will help businesses save approximately 36,401 man-days, which translates to \$7.72 million in annual cost savings.</p>
<b>Gold</b>	<p><u>Housing and Development Board (HDB) – VendCafé</u></p> <p>The food services industry, faced with manpower shortage and rising rentals, needs to innovate to serve customers in a more resource efficient manner. HDB and SPRING worked together to support the Vendcafé, a fully automated cafe that provides hot meals to residents. The VendCafé is a manpower-lean dining format which requires 70% to 90% less manpower than a typical coffee shop stall. Food preparation is done off -site, thereby doing away with the need for a kitchen and minimising the need for on-site manpower. It can also be built within weeks to provide quick meals in locations where dining options are limited.</p>
<b>Silver</b>	<p><u>Building and Construction Authority (BCA) - Use of Automatic Identification System (AIS) to verify origin of imported construction materials</u></p> <p>BCA regulates importers of essential construction materials through the Importers' Licensing Scheme, to ensure there is a secure and reliable supply of construction materials that is of acceptable quality, and from diversified sources. Previously, BCA conducted manual on-site checks under the scheme. Going forward, the agency will leverage the AIS to automate checks. With this initiative, businesses do not need to dock their vessels for checks by BCA. This saves businesses \$120/hr worth of docking costs for each vessel.</p>
<b>Silver</b>	<p><u>Energy Market Authority (EMA) - Facilitating the deployment of solar by reducing compliance cost through innovative pro-business solution</u></p> <p>EMA previously required solar energy companies to install physical meters to measure their energy production. These physical meters are relatively costly to install and increases the cost of solar deployment. The industry had provided feedback that having such requirements would discourage wider adoption of solar as an energy source. As the output from solar installations is dependent on weather conditions, going forward, EMA will use solar irradiance data to determine solar</p>

	<p>output and the corresponding market-related charges. With the removal of the need to install physical meters, solar energy companies will reduce their costs (estimated to be about 3% - 4% of the cost of a typical solar installation for such customers).</p>
<b>Bronze</b>	<p><u>Building and Construction Authority (BCA) - To improve the incident reporting workflow and management system (Incident Mobile App)</u></p> <p>Since the implementation of the Amusement Rides Safety Act (ARSA) in July 2011, ride operators are required to report adverse incidents to BCA. Depending on the seriousness of the incident, operators are required to notify BCA as soon as practicable and/or suspend the ride until BCA has checked and given the clearance for safe operation.</p> <p>In response to feedback from businesses, BCA developed a mobile app which enabled the submission of incident reports anytime and anywhere, including “live” reporting. The quicker incident reporting process reduced the downtime of rides being shut for non-safety critical issues, thereby reducing monetary losses for businesses.</p>
<b>Bronze</b>	<p><u>Energy Market Authority (EMA) - Creating vibrancy in the electricity retail market through the futures market</u></p> <p>To keep electricity prices competitive, Singapore launched its wholesale electricity market in 2003. In most liberalised markets around the world, an electricity futures market typically complements the wholesale market.</p> <p>EMA, in partnership with SGX and the electricity industry, launched the electricity futures market in 2015. Electricity stakeholders now have a new avenue to trade future electricity products at a fixed price, to mitigate risks. Additionally, the futures market provides pro-enterprise solutions such as market making services to create liquidity and encourage the entry of new players and new business models. This futures market is expected to lead to a 2% reduction in retail prices for electricity consumers (e.g. commercial and industrial players).</p>
<b>Bronze</b>	<p><u>Health Sciences Authority (HSA) - Medical Device Risk Classification Tool</u></p> <p>HSA adopts a risk-based approach to the regulation of medical devices. The risk classification guideline was adopted from the International Medical Device Regulators Forum. Previously, businesses occasionally required assistance in the interpretation and application of the rules in determining the risk classification of their products. In response to businesses’ feedback, HAS developed an online self-help Medical Device Risk Classification Tool for businesses to easily determine the risk classification of their medical devices. This initiative has resulted in time savings of 1.5 weeks for each query, compared to the response ti</p>

	<p>me needed for HSA to provide the information. This has facilitated faster and earlier entry of medical products in Singapore.</p>
<b>Bronze</b>	<p><u>Health Sciences Authority (HSA) - Simplification of system and product codes to be declared for health products in TradeNet</u></p> <p>HSA reviewed the setup, license information and product codes that need to be provided for import permit applications for health products. Following the review, the following changes have been implemented:</p> <p>a) The declarations for all categories of health products subject to import license, and/or product approval requirements were streamlined to be processed by a single Competent Authority (CA) under HSA instead of four CAs;</p> <p>b) Cosmetic products and health products that are not subject to import license or product approval requirements need not be declared to HSA for verification; and</p> <p>c) Simplification of product codes from 7 to 5 standard codes for declaration of all categories of imported health products.</p> <p>The changes have increased efficiency by enabling faster goods clearance turnaround time for importers. Based on estimates by declaring agents, the changes will result in the time savings of about 30% – 90%, depending on the product.</p>
<b>Bronze</b>	<p><u>Singapore Civil Defence Force (SCDF) - Collective approval for Temporary Change of Use Permit (TP) for shopping malls</u></p> <p>Previously, shopping mall operators needed to obtain a Temporary Change of Use Permit (TP) from SCDF to temporarily change the use of part of the building so as to hold an indoor event.</p> <p>In response to requests from businesses for faster TP clearance, SCDF reviewed the approval process and introduced the TP collective approval for temporary change of use in shopping malls, i.e. a single TP approval can now cover various events that take place in a mall within the approved 2-month period. By streamlining applications, this initiative has saved businesses approximately \$3,360 annually in application fees per mall.</p>
<b>Bronze</b>	<p><u>Singapore Civil Defence Force (SCDF) - Enhanced workflow for Petroleum and Flammable Materials (P&amp;FM) Licence applications</u></p> <p>Previously, SCDF required a P&amp;FM storage licence to be included in an application for the P&amp;FM import licence. This was to ensure that the imported P&amp;FM were stored in approved licensed premises which complied with fire safety requirements. In response to industry feedback, SCDF streamlined its licence application process by delinking the import and storage licences. Importers no longer have to</p>

	<p>declare their storage licence details when applying for import licence and can update their import licence only when there are changes to their storage licence. This initiative enables importers to obtain their Cargo Clearance Permits (CCP) 1.5 days earlier and lowers the risk of importers incurring additional storage fees for their cargo due to late clearance of permits.</p>
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## **E) Pro-Enterprise Partner Awards 2015**

The Pro-Enterprise Partner Award recognises private sector individuals or organisations with the highest number of accepted and/or clarified suggestions within the qualifying period.

### **Guardian Health & Beauty (Guardian)**

Guardian contributed suggestions relating to the medical industry and to relevant agencies such as the Health Sciences Authority, the Ministry of Health and the Pharmaceutical Society of Singapore. The joint efforts of Guardian, agencies and relevant stakeholders have led to these pro-enterprise initiatives:

- Amendment of the relevant legislation to allow the sale and supply of general sale list (GSL) medicines via vending machines. Businesses benefit from another option of selling GSL medicines, and consumers benefit from the convenience of being able to purchase such medicines anytime. The changes took effect from 1 November 2016.
- The development of new guidelines for the supply and delivery of medication to customers, which covers different modes of distribution for prescription medication.

### **Singapore Hotel Association (SHA)**

SHA contributed suggestions on the hotel industry and worked closely with the Hotels Licensing Board (HLB) and the Health Sciences Authority (HSA) on the changes. Some of the suggestions which have led to changes include:

- HLB's removal of the requirement for 1-for-1 exchange for the Hotel Keeper's Licence from December 2016.
- HSA's streamlining of the tobacco licence renewal process by giving renewal prompts. Hardcopy renewal notices are already sent to all licensees. HSA is considering further streamlining the process by sending licensees renewal notices by email.

### **Singapore Food Manufacturers' Association (SFMA)**

SFMA contributed suggestions on the food industry and worked closely with the Singapore Civil Defence Force (SCDF) on the changes. Some of the suggestions which have led to changes include:

- The reduction of the SCDF requirement on setback distance of diesel tanks. In response to the feedback, SCDF would consider reducing the setback distance on a case-by-case basis, such as when there is a full fire-rated wall or where fire modelling studies conducted show that a reduced setback distance will not compromise fire safety.
- SFMA and SMF proposed to remove the SCDF requirement for a brick wall to be built around cold stores. SCDF reviewed the Fire Code and going forward, cold store owners have the option of not building a brick wall if the insulation material in the cold room panel meets fire-safety requirements. The amendments to the Fire Code took effect in September 2016.

### **Singapore Manufacturing Federation (SMF)**

SMF contributed suggestions on the food industry and worked closely with the SCDF, AVA and NEA on the changes and clarifications. Some of the suggestions which have led to changes and clarifications include:

- The streamlining and harmonisation of regulations for businesses at Jurong Food Hub. NEA and AVA are working on harmonizing and streamlining the licensing conditions and regulations for food establishments.
- SFMA and SMF proposed to remove the SCDF requirement for a brick wall to be built around cold stores. SCDF reviewed the Fire Code and going forward, cold store owners have the option of not building a brick wall if the insulation material in the cold room panel meets fire-safety requirements. The amendments to the Fire Code took effect in September 2016.