

PRIVATE SECTOR AND GOVERNMENT AGENCIES RECOGNISED FOR PRO-ENTERPRISE INITIATIVES TO ENABLE A COMPETITIVE AND INNOVATIVE BUSINESS COMMUNITY

Highlights

- ***Strong private-public collaboration has led to several changes in rules and regulations***
 - ***Singapore Land Authority, Maritime and Port Authority of Singapore and Civil Aviation Authority of Singapore are the top-ranked agencies in the 2017 Pro-Enterprise Ranking Survey***
 - ***Pro-Enterprise Panel to conduct more outreach to businesses and the public on rules review***
1. A total of 26 awards were given out to individuals, businesses, trade associations and public regulatory agencies by Senior Parliamentary Secretary for Trade and Industry Ms Low Yen Ling at the 2017 Pro-Enterprise Panel – Singapore Business Federation (PEP-SBF) Awards held today.
 2. The annual event recognises the collaborative efforts of government agencies and businesses to enhance Singapore’s pro-enterprise environment, enabling a regulatory environment that supports innovation and growth of competitive businesses.

Rule change as a result of strong private-public collaboration

3. This year’s awards featured several private-public collaborations which have led to changes in rules and regulations. The ***PEP Best Suggestion Award*** was awarded to the Singapore Food Manufacturers’ Association (SFMA), which provided feedback on the Singapore Civil Defence Force’s (SCDF) requirement to construct fire-rated brick walls with foam layers around cold stores, which could pose hygiene concerns.
4. A workgroup was subsequently set up, comprising representatives from SCDF, SFMA and relevant F&B industry players, to review the fire safety requirement. The requirement was subsequently revised to allow the use of fire-rated insulated panels without compartment walls. As a result, manufacturers will be able to benefit from several thousand dollars in monetary savings annually as well as more usable space. For this, SCDF received the ***PEP Best Suggestion (Supporting Agency) Award***.

HDB wins Silver Award for Supporting Innovative Business Ideas

5. In today's fast-changing business environment, government agencies must continuously look for better ways to support innovative business ideas. The Housing & Development Board (HDB) was awarded the **Public Sector Pro-Enterprise Initiative Award (Silver)** for working with business owners and relevant authorities to implement the "Automated Convenience Store" concept at various void decks. A cluster of custom-made vending machines was installed within a void deck, offering items similar to what a conventional provision stall, minimart or convenience store would sell. The concept provides residents the convenience and services of a conventional store while operating on a manpower-lean format.

SLA, MPA and CAAS are the top ranked agencies for 2017 Pro-Enterprise Ranking Survey

6. Government regulatory agencies continuously seek to improve the way they support businesses and facilitate a business friendly environment. In this regard, the Singapore Land Authority (SLA), Maritime and Port Authority of Singapore (MPA) and Civil Aviation Authority of Singapore (CAAS) have been ranked the top three agencies in this year's Pro-Enterprise Ranking (PER) survey¹.
7. Mr Tan Boon Khai, Chief Executive of SLA, said, "We are deeply humbled by the recognition from our customers and stakeholders. This is a testament of our organisational effort in pushing the use of technologies and embracing a culture of innovation and customer-centricity. We pledge to continue working closely with our customers and fellow government agencies, and be a change catalyst to creating an even more pro-enterprise business environment."

Recognising the private sector's contributions

8. Four individuals and SFMA were also recognised for collaborating with government agencies to improve the regulatory landscape. They received the **PEP Best Suggestion Award** and the **Pro-Enterprise Partner Award** for providing feedback and suggestions on regulations improvements which would benefit the larger business community.
9. Mr Lawrence Leow, SBF Honorary Treasurer and Chairman of the SBF-led SME Committee, said, "The push towards being more pro-business amid disruption in industries and markets calls for the public and private sectors to work closely together. A nimble and business friendly regulatory framework will better support innovation for new products and services and is key to Singapore retaining its competitive edge."

¹ An annual survey of businesses' perception of pro-enterprise orientation of government regulatory agencies

More outreach to businesses and the public on rules review

10. At the event, Senior Parliamentary Secretary Low Yen Ling announced new initiatives that the PEP will embark on to promote a more pro-enterprise business environment. These include conducting more outreach to the business community, the public as well as government agencies to share success stories of regulatory changes. Businesses will also be able to share suggestions on regulatory review with the PEP via the 28 public regulatory agencies' websites.
11. PEP, together with SBF, will continue to engage and step up their partnership with industry stakeholders, including key Trade Associations and Chambers, to deep-dive into regulatory issues and challenges, so as to maintain an effective and robust regulatory regime. PEP will also conduct calls for proposals on specific themes to review regulations.

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Annex A: 2017 PEP-SBF Awards Winners

Annex B: Quotes from Other Award Recipients

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Annex A: 2017 PEP-SBF Awards Winners

I. PEP-SBF Pro-Enterprise Agency Award 2017

The PEP-SBF Pro-Enterprise Agency Award is based on the results of the 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. It involved around 5,000 respondents and assessed 28 government regulatory agencies on 5 specific areas - "Review of Rules Regulations", "Transparency", "Compliance Cost", "Customer Responsiveness" and "Pro-Enterprise Orientation".

Awards are given to the top ten ranked agencies, indicated in the table below. Three agencies are recognised for showing the greatest improvement in the PER Survey 2017.

Ranking	Agency
1	Singapore Land Authority (SLA)
2	Maritime and Port Authority of Singapore (MPA)
3	Civil Aviation Authority of Singapore (CAAS)
4	Singapore Customs (Customs)
5	International Enterprise Singapore (IE Singapore)
6	Immigration & Checkpoints Authority (ICA)
7	Central Provident Fund Board (CPF Board)
8	Inland Revenue Authority of Singapore (IRAS)
9	Singapore Civil Defence Force (SCDF)
10	Health Sciences Authority (HSA)

II. PEP-SBF Most Improved Agency Award 2017

Agency
Immigration & Checkpoints Authority (ICA) <ul style="list-style-type: none">Up from 15th position in 2016 to 6th position in 2017
Health Sciences Authority (HSA) <ul style="list-style-type: none">Up from 19th position in 2016 to 10th position in 2017
Land Transport Authority (LTA) <ul style="list-style-type: none">Up from 24th position in 2016 to 20th position in 2017

III. PEP Best Suggestion Award

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

This year, the Singapore Food Manufacturers' Association won two awards for their outstanding suggestions. The two public regulatory agencies which have reviewed and accepted these suggestions were also recognised and awarded the PEP Best Suggestion (Supporting Agency) Award.

Details of the winning suggestions:

Suggestion: Review of SCDF's requirement for brick walls for cold stores	
<u>Suggestor:</u> Singapore Food Manufacturers' Association (SFMA)	<u>Supporting Agency:</u> Singapore Civil Defence Force
SFMA provided feedback on SCDF's requirement for fire-rated brick walls with foam layers to be constructed around cold stores to retard the spread of fire should it occur. However, this posed hygiene concerns as pests (e.g. rats and cockroaches) might be attracted. There was also the risk of the foam layers becoming mouldy. Cold store operators had to incur additional cost to ensure that AVA's hygiene and food safety requirements and standards were not compromised.	A Work Group (WG) comprising representatives from the SCDF, building professionals manufacturing and food industry was formed to address fire safety and hygiene issues, including proposed changes to the Fire Code. Since then, SCDF has reviewed their fire safety requirements so that cold store owners are able to meet both SCDF's fire safety requirements and AVA's hygiene requirements and standards.

**Suggestion:
Streamline of Health Certification Process for exporters**

<p><u>Suggestor:</u> Singapore Food Manufacturers' Association (SFMA)</p>	<p><u>Supporting Agency:</u> Agri-Food and Veterinary Authority of Singapore (AVA)</p>
<p>SFMA provided feedback that the process to obtain export health certificate is tedious and it was unnecessary to have different health certificates for the same product which is packaged in different quantities. SFMA suggested putting in place alternatives to replace consignment-to-consignment inspection and testing for each shipment of export.</p>	<p>AVA invited companies to participate in a system food export accreditation scheme. The companies benefited from shorter processing times for the issuance of health certificates, i.e. about 3 working days instead of 10 to 14 working days. AVA is considering to extend the scheme to more exporters by the end of 2017 so that more businesses can benefit from shorter processing times. Businesses on the scheme will be subjected to annual system compliance audits instead.</p>

IV. 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
<p>Gold</p>	<p>Maritime and Port Authority of Singapore (MPA)</p> <p><u>Integrated Application/Assessment System for Classification as Shipyard or Offshore Marine Facilities</u></p> <p>Previously, applicants were required to submit their documents in hard copy to MPA to be granted concessionary port dues at Shipyards and Offshore marine facilities. The application would then be passed within members of the Port Dues Working Group (PDWG) for assessment before the final recommendation was made to MPA’s Chief Executive.</p> <p>Given the inefficiencies that arose from the submission/assessment of hard copy applications and the promising enhancements that could streamline work processes, the PDWG initiated and implemented the use of an online information and technology (IT) application/assessment system that could enhance users’ experience and better capture critical information.</p> <p>The online IT applications/assessment system is unique as it is a platform for applications to be processed in a more efficient manner, and a knowledge depository and management site since all information/ correspondence/decisions would be captured in the system’s database.</p>
<p>Silver</p>	<p>Housing & Development Board (HDB)</p> <p><u>Supporting Innovative Business Idea(s)</u></p> <p>To overcome the various challenges that businesses face in today’s commercial landscape, business owners are coming up with innovative business ideas and solutions. HDB welcomes innovative business proposals that not only meet residents’ needs but also provide solution to tackle business-related problems.</p> <p>Having identified its feasibility and merits, HDB worked with the business owner and relevant authorities to implement the “Automated Convenience Store” concept at various void deck kiosks that operate on a manpower-lean format to achieve a more sustainable operating model while providing residents the convenience and service of a conventional minimart or convenience store.</p>

	<p>The “Automated Convenience Store” concept comprises a cluster of custom-made vending machines installed within a void deck kiosk, offering items akin to what a conventional provision shop, minimart or convenience store would sell, but without staff manning on-site. Unlike the usual vending machines which operate independently, this cluster of vending machines is linked and centrally managed.</p>
Silver	<p>Maritime and Port Authority of Singapore (MPA)</p> <p><u>Hub Port Systems Integration to Improve Service Delivery</u></p> <p>Previously, in order to obtain a Harbour Craft Manning Licence (ML) and a Certificate of Endorsement (COE), applicants were required to submit the same set of documents/data to three different departments in MPA.</p> <p>The departments worked together to review their processes and systems for integration to enable the customers to approach a single department to complete multiple transactions. The enhancement has increased productivity for both the customers and MPA.</p>
Silver	<p>Maritime and Port Authority of Singapore (MPA)</p> <p><u>Implementation of Electronic Certificates</u></p> <p>The shipping business is traditionally a paper-intensive industry. Hard copies of certificates are kept on-board ships to provide proof that the vessels were compliant with the various regulations or conventions applicable to them.</p> <p>In April 2017, to reduce the reliance on hardcopy certificates, MPA made changes to their IT systems so as to be able to issue electronic certificates (E-Certs) that are in compliance with the International Maritime Organization’s (IMO) guidelines. MPA also collaborated with industry partners and internal departments to issue E-Certs to enhance administrative efficiency and reduce operating cost for the benefit of the industry. Separately, MPA collaborated with the Danish Maritime Authority and Norwegian Maritime Authority to promote the use of E-Certs, with the objective of getting more countries on board the E-Cert bandwagon.</p>
Bronze	<p>Singapore Civil Defence Force (SCDF)</p> <p><u>An Application to Verify Licensable Petroleum and Flammable Materials</u></p> <p>SCDF often receives numerous enquiries from the importers requesting for verification on licensable Petroleum and Flammable Materials (P&FM), despite having a step-by-step guide for the importers to self-determine whether the flammable product is</p>

regulated by SCDF. Due to the inaccurate identification of products, importers often face rejection of their cargo clearance permit (CCP).

In response to the industry's feedback, SCDF provided a self-service application to provide immediate and accurate verification of licensable P&FM. With the application, the chemical industry will no longer need to contact SCDF via email, telephone calls or consultations to verify if their chemical is a licensable P&FM. This application is available as an expansion of SCDF's e-services and the mySCDF mobile application.

V. Pro-Enterprise Partner Award 2017

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.

Award Winner and Description	
1	<p>Mr Richard Eu Chairman, Eu Yan Sang International Ltd</p> <p>Mr Eu contributed several suggestions on the regulations of health products which were taken up as part of HSA's deep dive review.</p>
2	<p>Dr Djeng Shih Kien Chairman, Singapore Institute of Advanced Medicine Holdings Pte Ltd</p> <p>Dr Djeng contributed several suggestions on the high cost involved in the healthcare industry that were clarified as part of the HSA's deep dive review.</p>
3	<p>Mr Anthony Ho Chief Executive Officer NanoBright Technologies Pte Ltd</p> <p>Mr Ho suggested that self-glow photo luminescent paint could be used on escape staircases. MTI worked with the SCDF to consider this suggestion via the Fire Code Review Committee to review.</p>
4	<p>Dr Jonathan Tan Chief Executive Officer Clarity Radiology Pte Ltd</p> <p>Dr Tan contributed several suggestions related to the pharmaceutical drugs industry that were clarified as part of the HSA's deep dive review.</p>

Annex B: Quotes from Other Award Recipients

Recipient of Best Pro-Enterprise Suggestion Award

Mr Thomas Pek, President of Singapore Food Manufacturers' Association (SFMA) said, "SFMA is delighted that our suggestions on 'Tedious health certification process for exporters' and 'SCDF's requirement for brick walls for cold stores' were accepted by the PEP. We will continue to seek feedback from the business community and work closely with the government agencies to contribute to the regulatory landscape."

Recipient of Best Pro-Enterprise Partner Award

Mr Richard Eu, Chairman of Eu Yan Sang International Ltd said, "I believe that we have yet to uncover the true potential of Traditional Chinese Medicine and I am excited to work with the PEP to develop smart regulations that will enable our industry to innovate and grow with times."

Recipient of Public Sector Pro-Enterprise Initiative Award (1 Gold Award, 2 Silver Awards)

Mr Andrew Tan, MPA's Chief Executive, said, "The advent of new technologies such as cloud computing, data analytics, Internet of Things and sensors opens up new opportunities for industries to re-look at their systems and processes to achieve greater efficiencies and optimisation. MPA is committed to working closely with the maritime industry to drive the digitalisation of our hub port and international maritime centre as part of our overall industry transformation Map as well as Smart Nation efforts. It's part of our strategy to stay ahead of the game."

Recipient of PEP-SBF Most Improved Agency Award 2017

Dr Mimi Choong, Chief Executive Officer of HSA, said, "HSA's core mission is to safeguard public health and safety, and facilitate access to good quality health products. Supporting the development of the biomedical industry is also an important objective. HSA is continually reviewing, streamlining and simplifying our regulatory requirements. We value the continued support and contributions of our stakeholders, which help us to better understand the industry's perspectives, and develop regulations that facilitate business innovations, while ensuring public health and safety."