

## **RECOGNISING PRIVATE SECTOR AND GOVERNMENT AGENCIES' EFFORTS IN CREATING A PRO-ENTERPRISE BUSINESS ENVIRONMENT**

1. A total of 16 awards were given out to businesses, trade associations and public agencies at the Pro-Enterprise Panel – Singapore Business Federation (PEP-SBF) Awards held today. Minister for Trade and Industry, Mr Chan Chun Sing was the Guest of Honour at the awards ceremony. Over 200 private and public sector leaders attended the event.
2. In recognition of the importance of collaboration between businesses and the Government in fostering a more pro-enterprise environment, the Pro-Enterprise Panel (PEP) launched a new logo at the event. The new logo, with a new tagline “Enabling a Business-Government Partnership”, consists of two speech bubbles and symbolises an active conversation between businesses and the Government.
3. The PEP-SBF awards ceremony recognises the collaborative efforts of government agencies and businesses in enhancing Singapore’s business environment. There were a total of four award categories this year – Best Pro-Enterprise Suggestion Awards, Pro-Enterprise Initiative Awards, Pro-Enterprise (The Disruptor) Award and the Pro-Enterprise Partner Awards.

### **BCA wins Gold in the Public Sector Pro-Enterprise Initiative Awards this year**

4. The Public Sector Pro-Enterprise Initiative Awards aims to recognise government agencies which have pro-actively implemented useful initiatives to serve businesses better. In order to support the evolving needs of businesses, government agencies are constantly looking for new and relevant ways to facilitate economic growth and support innovative business ideas.
5. This year, the Building and Construction Authority (BCA) received a Gold award for its initiative on collaborative bidding for construction-related consultancy services. The initiative has helped many smaller companies build strong track records by allowing a consortium (formed by two or more firms) to bid for projects beyond their designated tendering limits.

6. The two Silver award winners are the Maritime and Port Authority (MPA) and a multi-agency team comprising the Inland Revenue Authority of Singapore (IRAS), Singapore Customs and the Immigration & Checkpoints Authority (ICA). The Monetary Authority of Singapore (MAS), and the Accounting and Corporate Regulatory Authority (ACRA), Enterprise Singapore (ESG) and Inland Revenue Authority of Singapore (IRAS) received the Bronze awards. Refer to [Annex B](#) for details of the award winners.

### **New Pro-Enterprise (The Disruptor) Award**

7. A new award category was introduced this year to recognise agencies that transformed or “*disrupted*” their regulations to facilitate the growth of emerging industry, so as to benefit businesses and consumers.
8. This year, the Energy Market Authority (EMA) was given the award for its Open Electricity Market (OEM) initiative. This initiative marked the final phase of Singapore’s retail electricity market liberalisation where 1.4 million consumer accounts could choose to buy electricity from a retailer of their choice. The OEM initiative provides retailers with an expanded market, and incentivises them to innovate their product offerings so as to appeal to different electricity consumers. This has allowed consumers to enjoy competitive pricing and innovative offers from electricity retailers while enjoying the same reliable electricity supply.

### **Outreach to businesses and TACs for a pro-enterprise environment**

9. To develop a pro-enterprise environment, the PEP has been proactively soliciting suggestions from the Trade Associations and Chambers (TACs), unions and business communities. Through such outreach mechanisms, the PEP has received feedback on business pain points and areas where rules and regulations can be reviewed to support new business models and innovation.
10. Mr S.S. Teo, Chairman, SBF said, "Since its inception, the Pro Enterprise Panel has received more than 2000 suggestions, with more than 1,100 making a positive change in rules or regulations for the business community. According to SBF’s annual National Business Survey which seeks to identify the needs, concerns and future plans of the business community, compliance costs, regulatory burden and the complexity of regulations have often surfaced as key challenges. We urge the Government and its agencies to continue to streamline rules and regulations to create a conducive environment for our businesses to thrive. As our businesses increasingly prioritise business transformation, a pro-enterprise environment becomes all the more important to help them remain relevant and cope better with rapidly changing market conditions. I am pleased to see that beyond gathering feedback, there is a shift towards active engagement and open consultation. I

believe that through close partnership, our businesses and government agencies can foster a competitive and vibrant economy where rules and regulations nurture, and not limit growth.”

11. The contributions and support of relevant partners are key to the development of an effective, nimble and robust regulatory regime. The Pro-Enterprise Partner Awards were presented to six TACs and NTUC U SME in recognition of their efforts to foster a pro-enterprise business environment in Singapore.

**MINISTRY OF TRADE AND INDUSTRY**

**SINGAPORE BUSINESS FEDERATION**

**26 NOVEMBER 2019**

## Media Contacts

For media queries specific to the PEP-SBF Awards winners, please contact:

S/N	Agency	Name/Title	Contacts
1	ACRA	Ms Karen Lee, Senior Manager (Corporate Communications)	6325 6738 Karen_lee@acra.gov.sg
2	BCA	Ms Kong Yuqi, Senior Communications Manager	68044169 / 96304763 Kong_Yuqi@bca.gov.sg
3	Customs	Ms Julia Poh, Assistant Head	90185169 Julia_Poh@customs.gov.sg
4	EMA	Ms Tang Ying Chun, Manager	90021286 Tang_Ying_Chun@ema.gov.sg
5	ESG	Ms Lee Ling Ling, Senior Business Partner	6276 3194 Lee_ling_ling@enterprisesg.gov.sg
6	ICA	Ms Chew Wen Jing, Senior Public & Internal Communications Executive	6391 6459 CHEW_Wen_Jing@ica.gov.sg
7	IRAS	Ms Sabina Ang, Corporate Communications Officer	9322 3106 Sabina_Ang@iras.gov.sg
8	MAS	Ms Casie Eng, Assistant Director	64225428 Casie_ENG@mas.gov.sg
9	MEWR	Mr Vincent Wang, Assistant Director	67319865 Vincent_wang@mewr.gov.sg
10	MHA	Ms Ng Yi Yu, Assistant Director	9734 8036 Ng_Yi_Yu@mha.gov.sg
11	MPA	Mr Aaron Chong, Manager	97842212 Aaron_Chong@mpa.gov.sg
12	NEA	Mr Tan Shou Qun, Deputy Manager	9168 5014 Tan_Shou_Qun@nea.gov.sg

S/N	Agency	Name/Title	Contacts
13	PUB	Ms Hana Schoon, Senior Manager	83228922 Hana_Schoon@pub.gov.sg
14	STB	Ms Shermaine Wong, Senior Manager, Communications	6831 3583 Shermaine_Wong@stb.gov.sg
15	URA	Jolene Hoon, Executive Manager, Media Relations	6329 3251 Jolene_hoon@ura.gov.sg

For general queries, please contact:

**MTI**

Ms Geraldine Tan  
Senior Assistant Director, Corporate Communications  
Ministry of Trade & Industry  
Tel: 6332 5080  
Email: [Geraldine\\_TAN@mti.gov.sg](mailto:Geraldine_TAN@mti.gov.sg)

**SBF**

Ms Irene Kew  
Director, Marketing & Corporate Communications  
Singapore Business Federation  
Tel: 6827 6872  
Email: [irene.kew@sbf.org.sg](mailto:irene.kew@sbf.org.sg)

Mr Marc Tan  
Assistant Manager, Marketing & Corporate Communications  
Singapore Business Federation  
Tel: 6827 6864  
Email: [marc.tan@sbf.org.sg](mailto:marc.tan@sbf.org.sg)

**ANNEX A: NEW PEP LOGO**



## ANNEX B: 2019 PEP-SBF AWARD WINNERS

### I. 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, three companies won the award for their suggestions which made a difference. The supporting public regulatory agencies - Ministry of Home Affairs (MHA), Ministry of Water and Resources (MEWR), PUB, Singapore's National Water Agency, Urban Redevelopment Authority (URA), Maritime and Port Authority (MPA) and National Environment Agency (NEA) - which reviewed and accepted these suggestions, have been awarded the PEP Best Suggestion (Supporting Agency) Award.

Details of the winning suggestion:

S/N	Title of Suggestion	Awardees	Description
1	Removal of restrictions under the Liquor Control (Supply and Consumption) Act for sale of alcoholic food products	Suggestor: Ms Wong Peck Lin, Udders Ice Cream  Agency: MHA	Food products containing alcoholic contents were affected by the MHA/SPF's Liquor Control (Supply and Consumption) Act 2015. MHA/SPF reviewed the Act and issued an exemption order (wef Jan 19), which enables businesses to continue selling such food products from 10.30pm – 7am. Businesses can potentially benefit from licence fee savings of \$285 - \$880 per year.
2	Feedback on regulatory hurdles for the Floating Donut	Suggestor: Ms Miriam Becker, The Floating Donut Company Pte Limited  Agencies: MEWR, PUB, URA, MPA, STB	The Floating Donut is a novel idea involving chartered cruise services with refreshments and light bites for small groups on a donut-shaped boat. The company faced regulatory concerns regarding the adequacy of the boat's safety features, potential water and environmental pollution, potential conflict with long-

S/N	Title of Suggestion	Awardees	Description
			<p>term plans for the Marina Bay reservoir to be used for water sports events and activities, as well as prohibition over the consumption of alcoholic beverage in reservoirs. Necessary safeguards were put in place to address these concerns, thereby enabling the business to proceed with a 6-month regulatory sandbox in Nov 2018. The business has been allowed to continue operating post-regulatory sandbox period, with its operating hours extended beyond 7.30pm to 9.30pm.</p>
3	<p>Waiver of User Licence (N3) for Confocal Equipment – NEA Non-ionising Radiation Apparatus Requirements</p>	<p>Suggestors: National University of Singapore, Nanyang Technological University, A*STAR</p> <p>Agency: NEA</p>	<p>Institutes of Higher Learning (IHLs) were required to apply for a user licence (N3) for each user utilising confocal equipment for research purposes, in addition to the IHLs' site-specific (N2) licence. Confocal equipment involves considerably lower risk than other non-ionising apparatus as the emission levels at focal points are usually below the 5mW (limits for high-risk lasers). Internationally, laser equipment that is considered low-risk generally does not require an user licence. Most confocal equipment has an automated interlock feature that cuts off laser output when the enclosure housing the beam is exposed. After establishing a series of safeguards, users / students</p>



S/N	Title of Suggestion	Awardees	Description
			no longer need to apply for N3 licence (wef: Oct 18), resulting in cost-savings (~\$100,000 annually) and time-savings.

## II. 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><b>Gold</b></p>	<p><b>Building and Construction Authority (BCA)</b></p> <p><u>Collaborative Bidding for Construction-related Consultancy Services</u></p> <p>Previously, firms could only participate in government construction-related consultancy tenders within the designated tendering limits of the panel they were registered in under the Public Sector Panels of Consultants (PSPC). Collaboration between firms in tenders called under the PSPC framework was only allowed if at least one of the firms in the consortium is registered at the designated panel. Otherwise the consortium would have to be registered as a Joint Venture with ACRA and submit a separate PSPC registration with BCA.</p> <p>The new Collaborative Bidding framework allows a consortium formed by 2 or more firms belonging to a lower panel to submit a joint bid for a project beyond their designated tendering limits, if their collective resources and competencies are verified by BCA to have met the registration requirements of the stipulated Panel.</p> <p>More than 300 PSPC-registered firms would enjoy greater business opportunities. The firms will also benefit from administrative cost. The framework also encourages greater collaboration in the sector and allows firms to build up their track records, capabilities and scale quickly. With a wider pool of competent tenderers, more innovative and value-for-money solutions can be developed for government projects.</p>
<p><b>Silver</b></p>	<p><b>Maritime and Port Authority (MPA)</b></p> <p><u>Singapore Maritime Data Hub (SG-MDH)</u></p> <p>The Singapore Maritime Data Hub (SG-MDH) is a pro-enterprise initiative that enables one-stop data sharing and services integration for maritime-related businesses, community systems/platforms and government systems via a centralised Application Programming</p>

Award	Agency & Initiative
	<p>Interface (API) gateway. It also provides a collaborative platform to enhance digital connectivity across the maritime industry. For example, SG-MDH serves as the API gateway for MPA's new maritime single window known as digitalPORT@SG, which will expedite the port clearance process through facilitating system-to-system data exchanges. This is estimated to yield potential cost savings for the industry and government agencies of about \$5.3 million and \$8.4 million per annum, respectively. Furthermore, the SG-MDH will become a global platform for cross-border data exchange, thereby strengthening Singapore's status as a global hub for maritime data and connectivity.</p>
<p><b>Silver</b></p>	<p><b>Inland Revenue Authority of Singapore (IRAS), Singapore Customs and Immigration &amp; Checkpoints Authority (ICA)</b></p> <p><u>The Enhanced Electronic Tourist Refund Scheme (eTRS) System</u></p> <p>The enhanced electronic Tourist Refund Scheme (eTRS) system is part of IRAS' broader efforts to redefine the taxpayer experience through innovative digital solutions.</p> <p>To improve operational efficiency and eliminate manual checks, IRAS collaborated with industry partners and agencies such as Singapore Customs, Immigration &amp; Checkpoints Authority and the Central Refund Agencies to identify challenges and needs.</p> <p>Retailers previously had to manually input tourists' details into the system to generate hardcopy refund tickets for each transaction. Tourists would then need to scan these tickets at self-help refund kiosks at the airport in order to make their GST refund claims.</p> <p>With the enhanced eTRS system, retailers can simply scan tourists' passports to link their purchases. This eliminates manual data entry, which frees retailers up to focus on in-store customer service. For tourists, they can now process their refund claims at new, user-friendly self-help refund kiosks by simply scanning their passports to retrieve their purchases. 220,000 hours are expected to be saved for tourists and retailers annually, improving operational efficiency for retailers and speeding up the claim process for tourists.</p>
<p><b>Bronze</b></p>	<p><b>Accounting and Corporate Regulatory Authority (ACRA), Enterprise Singapore (ESG), Inland Revenue Authority of Singapore (IRAS)</b></p>

Award	Agency & Initiative
	<p data-bbox="379 309 1129 342"><u>SME Cloud Exchange Network Software (SMECEN)</u></p> <p data-bbox="379 376 1391 667">ACRA, ESG and IRAS came together to support the Association of Small and Medium Enterprises in developing the SME Cloud Exchange Network Software (SMECEN), a new cloud-based software platform to meet the accounting, human resource (HR) and compliance needs of SMEs. SMECEN is an integrated suite of solutions, offered on a software-as-a-service basis. It helps companies to streamline their accounting and human resource functions.</p> <p data-bbox="379 741 1391 981">Using the software, SMEs can generate financial statements, corporate tax computations, as well as goods and services tax and corporate tax returns, using standard report templates that draw on existing accounting data. When filing financial statements with ACRA, SMEs can also generate financial statement highlights in the required XBRL format.</p> <p data-bbox="379 1061 1391 1563">SMECEN includes an Annual Report module with a standard report template that allows accounting data from SMECEN to be directly populated into the disclosure notes, which could significantly reduce the time spent preparing the full set of Financial Statements from 2 days to half a day. The tax module which has the capability of generating tax returns and supporting schedules for corporate income tax and goods and services tax with existing accounting data would also potentially help to shorten the current tax preparation time from 2 days to half a day. Besides having an oversight of their finance and tax positions, SMEs now have an automated way to prepare their statutory filings to IRAS and ACRA. This translates to productivity gains and monetary savings for them.</p> <p data-bbox="379 1621 1391 1861">SMECEN's solution also improves SME's HR capability management process. By having standardized employment contracts and an appraisal workflow system, it potentially helps to cut the time spent on the annual appraisal process from 7 days to 1 day. The time saved from administrative matters will allow SMEs to focus on staff engagement instead.</p>
<b>Bronze</b>	<p data-bbox="379 1921 986 1955"><b>Monetary Authority of Singapore (MAS)</b></p> <p data-bbox="379 2007 1262 2040"><u>Product Notification Regime for Exchange-Traded Derivatives</u></p>

Award	Agency & Initiative
	<p>The industry will be able to better respond to market demands for shorter time to market for new product launches. The new initiative also encourages derivatives product proliferation and diversity in Singapore, enabling the shift to a more vibrant and innovative exchange hub. The notification approach combined with ex-post supervision enables MAS to prioritise areas of greater risk and re-allocate existing resources to focus on key contracts that are more actively traded or more complex.</p> <p>MAS took on a risk-based approach of changing an approval regime to a notification regime. To continue to manage the risks arising from new listing derivatives, the notification regime distils MAS' considerations in product approval to a set of standards and requirements. The exchanges can then self-certify their compliance with these standards in respect of every product that they seek to list. Such notifications only have to be provided to MAS one week prior to the product launch announcement or listing of the product, hence, facilitating a shorter time-to-market.</p>

### III. Pro-Enterprise Disruptor Award 2019

The Pro-Enterprise Disruptor Award is to recognise agencies' efforts in identifying emerging industry with growth potential and implementing initiatives that create opportunities for businesses to enter, expand and innovate in the market.

S/No	Case description
1	<p><b>EMA: <u>Open Electricity Market</u></b></p> <p>The Energy Market Authority's Open Electricity Market (OEM) initiative is a good example of an agency "disrupting" its policy and regulations to benefit the various stakeholders. Other than providing electricity retailers with an expanded market to retail electricity, the OEM initiative incentivises them to innovate their product offerings so as to appeal to different electricity consumers (i.e. households and businesses). This initiative has also seen retailers partnering with third party service providers such as banks, telecommunications and insurance companies to offer value-added services and products. Consumers therefore have the option of choosing from a variety of price plans and product offerings that best suit their needs.</p>

#### IV. Pro-Enterprise Partner Award 2019

The Pro-Enterprise Partner Award recognises private sector contributors that have worked closely with the PEP.

Award Winner	
1	Association of Small Medium Enterprises (ASME)
2	Action Community for Entrepreneurship (ACE)
3	Association of Catering Professional (ACAPs)
4	Restaurant Association of Singapore (RAS)
5	Singapore Food Manufacturing Association (SFMA)
6	Singapore International Chamber of Commerce (SICC)
7	NTUC U SME