

PEP-SBF AWARDS 2023

PRO-ENTERPRISE PARTNERS AWARD

Name of PE Partner

Ms Tan Siow Hwei (Director, Joint Policy & Planning Division, SFA)

Agency

Singapore Food Agency (SFA)



How has your experience working as a PE Partner been like?

As a Pro-Enterprise (PE) Partner, my experience has been characterized by a commitment to foster business innovation and support pro-enterprise proposals while balancing SFA's mission to ensure and secure a supply of safe food. It is important to understand the intricacies and potential benefits of each idea and its impact to regulatory considerations. The experience is not limited to myself, but also to my team and fellow colleagues who have had similar fulfilling journeys in contributing significantly to the overarching goal of enhancing support for businesses and cultivating a pro-enterprise mindset in SFA. The collective efforts, bolstered by quick responsiveness and continuous support, have led to the successful implementation of forward-thinking policies and initiatives that would benefit both businesses and agencies.

What challenges did you encounter and how did you overcome them?

Every stakeholder has their own unique priorities and concerns. The challenge typically revolves around the complexity of assessing the needs and challenges of our stakeholders and aligning with our regulatory requirements and public good so that we can arrive at actionable plans that could solve their pain points. It is not always easy to strike a balance between promoting business interests and protecting the broader public good and this requires careful consideration with the stakeholders involved.