

MEDIA RELEASE

THE 2023 PRO-ENTERPRISE PANEL – SINGAPORE BUSINESS FEDERATION (PEP – SBF) AWARDS

1. The 2023 PEP-SBF Awards Ceremony was held today, with Minister for Trade and Industry, Mr Gan Kim Yong, as the Guest-of-Honour. The annual PEP-SBF Awards celebrates successful partnerships and contributions made by the private and public sectors in advancing Singapore’s pro-enterprise environment.
2. This year, a total of 13 awards, spanning four categories, were presented to individuals, businesses, trade associations and chambers, and public sector agencies, who have made outstanding contributions in driving pro-enterprise transformation, fostering collaboration, and supporting innovative business proposals. (The full list of award recipients can be found in **Annex B**)
3. In his opening address, Minister Gan encouraged government agencies and businesses to collaborate closely, to maintain Singapore as the best place to do business. To this end, Minister Gan emphasised the importance for Government agencies to introduce flexible smart regulations that support innovation and encouraged businesses to seek new opportunities to grow both locally and globally.

Award Highlights

Pro-Enterprise Transformation (PET) Award – Gold Winner: Driving the Adoption of Remote Monitoring and Diagnostics (RM&D) Solutions in Lifts by the Building and Construction Authority (BCA)

4. The PET Award celebrates public sector officers or teams for their exceptional efforts in advancing the pro-enterprise agenda and promoting the growth of emerging areas.
5. In August 2022, BCA and the Ministry of National Development implemented a regulatory sandbox for lifts equipped with RM&D. Under the sandbox, RM&D lifts are subject to a quarterly maintenance frequency, instead of the monthly maintenance for non-RM&D lifts. This enables lift owners and contractors to reap the benefits of a predictive maintenance regime and enjoy the flexibility to optimise their manpower and resources for maintenance visits. Since the implementation of the regulatory sandbox, more than 10 building owners with portfolios of more than 450 lifts, are at various stages of sandboxing their lifts with RM&D solutions.
6. The sandbox balances business needs with regulatory concerns and is a proactive step towards a collaborative future, where the industry, together with the public sector, can pilot ideas that benefit Singapore.

Pro-Enterprise Catalyst (PEC) Award – Projects: Innovative Fall Detection System in Homes by SoundEye, in collaboration with the Housing and Development Board (HDB)

7. The PEC Award – Projects is awarded to private sector individuals/partners who had provided catalytic feedback or suggestion and actively collaborated with the PEP and agencies to drive positive change and foster a pro-enterprise environment.

8. As Singapore's population ages, leveraging technology and smart solutions, such as fall detectors, can enhance the safety of seniors living alone. One such example is SoundEye's Fall Detection System, a detector that uses a remote sensing method and microphone technology to detect falls. In the event of a fall by the user, an alert will be automatically sent to the next of kin or Active Ageing Centres. A recording of the depth imaging will be generated together with the alert, allowing responders to instantly verify if it was an actual fall or a false alarm.

9. HDB conducted a two-month trial with SoundEye at Queenstown to test the solution in a real-life environment. In the study, HDB analysed residents' activity patterns, identified areas in the home with risk of fall for seniors, and gathered feedback from residents on the sensitivity of the detection system. HDB will continue to work with SoundEye to explore scaling up the implementation of smart safety solutions in HDB flats, to benefit more residents.

10. The SoundEye-HDB collaboration is an example of how regulatory agencies can lean forward to support innovation from the private sector and help businesses capture new opportunities.

PEP's Partnership with SBF

11. The PEP and SBF have been working closely to support Singapore's business community. Mr Lim Ming Yan, SBF Chairman, said, "SBF would like to extend its heartfelt congratulations to PEP for its continued efforts in enhancing Singapore's business environment. The role of regulatory agility in empowering our businesses to seize new opportunities has never been more pivotal. In line with our commitment to regulatory agility, SBF will continue collaborating with the PEP, the Government, and the industry to promote a more vibrant Singapore business landscape, where innovation and efficiency converge."

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About the Pro-Enterprise Panel (PEP)

The PEP is a private-public panel comprising business leaders and senior public officers, chaired by Head, Civil Service.

The PEP is the Government's internal advocate, to create a more pro-enterprise environment that enables businesses to innovate and grow. The PEP works closely with public agencies to provide timely, effective, and practical solutions to address regulatory concerns that businesses face. More than 2,000 suggestions have been received since PEP was established in 2000, with more than 1,200 suggestions already influencing regulatory changes.

The PEP also supports entrepreneurs in their innovation journeys. For example, the First Mover Framework provides entrepreneurs with a head-start by giving them better access to the use of public assets to implement their ideas.

For more information on the PEP and its initiatives, please visit <https://www.mti.gov.sg/PEP/About-the-PEP>.

2023 PEP – SBF Award Winners

This year, a total of 13 awards spanning four categories were presented to individuals, businesses, trade associations and chambers, and public sector agencies. The full list of award recipients is appended.

Pro-Enterprise Transformation (PET) Award	
<p>The PET Award celebrates public sector officers or teams for their exceptional efforts in advancing the pro-enterprise agenda and promoting the growth of emerging areas.</p>	
<p>Gold Winner</p> <p>Project:</p> <ul style="list-style-type: none"> - Driving the Adoption of Remote Monitoring and Diagnostics (RM&D) Solutions in Lifts <p>Organisation:</p> <ul style="list-style-type: none"> - Building and Construction Authority (BCA) 	<p>In August 2022, BCA and the Ministry of National Development implemented a regulatory sandbox for lifts equipped with RM&D. Under the sandbox, RM&D lifts are subject to a quarterly maintenance frequency, instead of the monthly maintenance for non-RM&D lifts. This enables lift owners and contractors to reap the benefits of a predictive maintenance regime and enjoy the flexibility to optimise their manpower and resources for maintenance visits. Since the implementation of the regulatory sandbox, more than 10 building owners with portfolios of more than 450 lifts, are at various stages of sandboxing their lifts with RM&D solutions.</p>
<p>Silver Winner</p> <p>Project</p> <ul style="list-style-type: none"> - Integrated Housing Loan Application Service <p>Organisation</p> <ul style="list-style-type: none"> - Housing and Development Board (HDB) 	<p>Buying a home is a long-term financial commitment. Flat buyers may take a housing loan from HDB or a financial institution (FI) to purchase a flat.</p> <p>Previously, flat buyers taking a housing loan had to separately approach HDB and/or FIs to source for information, assess which offerings best suit their needs, and submit separate applications.</p> <p>To provide greater convenience to flat buyers, HDB co-developed an integrated housing loan application service with participating FIs. With this service, flat buyers can now view and compare the different housing loan packages from HDB and the FIs on a single platform and apply for a housing loan with their chosen loan provider, thus making the overall application process more seamless.</p>

	<p>This has transformed the housing loan application process for flat buyers, while providing FIs with greater access to the public housing mortgage market, which supports the FIs to further innovate and improve their loan offerings. Flat buyers also benefit from a more competitive market for the provision of housing loans for HDB flat purchases.</p>
<p>Bronze Winner</p> <p>Project</p> <ul style="list-style-type: none"> - Supporting Vehicle Manufacturing Operations in Singapore <p>Organisation</p> <ul style="list-style-type: none"> - Singapore Customs (Customs) 	<p>Recognising the need to adapt to the evolving landscape, Customs endeavours to continually enhance and streamline customs procedures and reduce costs for businesses. Through the Hyundai Motor Group Innovation Centre in Singapore (HMGICS) in the Jurong Innovation District (JID), which aims to spearhead advancements in automotive technologies, particularly in electric vehicle (EV) production, Customs adopted a risk-management approach to facilitate, empower, and enhance HMGICS's level of compliance to pave the way for the growth of the vehicle manufacturing in Singapore.</p> <p>In order to facilitate HMGICS' high-tech electric vehicles manufacturing facility using automation, robotics and artificial intelligence, Customs proactively collaborated with HMGICS and other key stakeholders to enact necessary legislation and streamline processes, notably expediting the outbound movement of goods from HMGICS' warehouse at the Free Trade Zone to the manufacturing facility in JID. Beyond supporting industry growth, this initiative also contributed to the potential time savings of approximately 1,600 man-hours per month for HMGICS.</p>
<p>Bronze Winner</p> <p>Project</p> <ul style="list-style-type: none"> - Transforming the Administration of the Product Safety, and Weights and Measures Regulations with an enhanced Consumer Product Safety and Accuracy (CPSA+) portal 	<p>The majority of Authorised Verifiers (AVs) appointed by EnterpriseSG, mostly small and medium enterprises, faced challenges with the manual processes of their work and lacked the means to digitalise. This led to inefficiencies and errors.</p> <p>EnterpriseSG's Consumer Product Safety, and Weights and Measures Office (CPSO/WMO) saw an opportunity to integrate</p>

<p>Organisation</p> <p>- Enterprise (EnterpriseSG)</p> <p>Singapore</p>	<p>data analytics to enhance policy and administration processes. Hence, the CPSO/WMO developed the CPSA+, a one-stop, centralised digital platform to better handle compliance-related matters effectively and streamline processes for various stakeholders.</p> <p>With improved accessibility of CPSA+ through mobile devices, businesses were able to perform their work on-the-go and easily retrieve information on regulatory compliance. Businesses, including merchants and partners of the CPSO/WMO, now have oversight on their compliance status with a scan of the QR code, or by logging into CPSA+ on their mobile devices. Processes requiring the submission of records were also streamlined, so that users could leverage on reusable digitised information collected at various stakeholder touchpoints to minimise data entry.</p> <p>Consequently, businesses are now able to monitor their compliance status and application progress more efficiently, leading to a reduction in compliance costs and increased ease of regulatory compliance.</p>
<p>Bronze Winner</p> <p>Project</p> <p>- Strengthen Singapore's Food Resilience through Supporting Food Businesses in Export and Transshipments of Food</p> <p>Organisation</p> <p>- Singapore Food Agency (SFA)</p>	<p>To address complexities and disruptions in the food industry, SFA collaborated with stakeholders such as the Singapore Food Manufacturers Association, EnterpriseSG, and the Ministry of Trade and Industry to identify key pain points faced by companies. Following this, SFA launched several initiatives to enhance regulatory connectivity and grow exports:</p> <ul style="list-style-type: none"> • Library of Export Market Requirements • SFA Laboratory Recognition Programme • SFA Food Cargo Inspection Body Recognition Programme • SFA Auditing Organisation Recognition Programme • Export Health Certificate for Imported Food Products.

	<p>These initiatives have helped the industry capture about 150 new re-export trades, expanding market access to previously untapped markets such as India, United Arab Emirates, and Egypt. Despite a 28 per cent increase in food samples collected in 2022, these initiatives ensured that SFA maintained an efficient testing process. With these initiatives, new business opportunities are created for both food establishments as well as food service partners in the Testing, Inspection and Certification sector, to build a more resilient food ecosystem.</p>
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Pro-Enterprise Catalyst Award – Projects

The PEC Award – Projects is awarded to private sector individuals/partners who had provided catalytic feedback or suggestion and actively collaborated with the PEP and agencies to drive positive change and foster a pro-enterprise environment.

Project: SoundEye Fall Detection System

Suggestor ¹ : Dr Tan Yeow Kee, SoundEye	Supporting Agency: Housing and Development Board (HDB)
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As Singapore’s population ages, leveraging technology and smart solutions, such as fall detectors, can enhance the safety of seniors living alone. One such example is SoundEye’s Fall Detection System, a detector that uses a remote sensing method and microphone technology to detect falls. In the event of a fall by the user, an alert will be automatically sent to the next of kin or Active Ageing Centres. A recording of the depth imaging will be generated together with the alert, allowing responders to instantly verify if it was an actual fall or a false alarm.

HDB conducted a two-month trial with SoundEye at Queenstown to test the solution in a real-life environment. In the study, HDB analysed residents’ activity patterns, identified areas in the home with risk of fall for seniors, and gathered feedback from residents on the sensitivity of the detection system.

HDB will continue to work with SoundEye to explore scaling up the implementation of smart safety solutions in HDB flats, to benefit more residents.

Pro-Enterprise Catalyst Award – Partnership

The Pro-Enterprise Catalyst Award – Partnership recognises organisations that actively engage with PEP to foster industry connections and facilitate engagements to understand ground sentiments and regulatory challenges.

¹ Suggestors are businesses or individuals that reach out to the PEP with ideas to improve/streamline business regulations/processes.

<p>Association of Trade & Commerce Singapore (ATC)</p>	<p>Established to advocate the interests of Singapore's businesses and entrepreneurs across industries and trade sectors, the community-based organisation ATC began collaborating with PEP from early 2023.</p> <p>Through ATC's collaboration with PEP, various opportunities were explored for local enterprises, promoting the awareness of available sandboxes and programmes.</p> <p>Through these engagements, businesses gained a better understanding of the Government's commitment to fostering innovation and learned about various ways local enterprises are supported for their novel and sustainable ideas. These engagements also instilled confidence among businesses to explore green initiatives, particularly through the Green Economy Regulatory Initiative in their transformation journey.</p>
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Pro-Enterprise Partners Award

The Pro-Enterprise Partners Network was established in 2022 to improve the level of support given to businesses and promote a pro-enterprise mindset among government agencies. To date, Pro-Enterprise Partners from 34 government agencies have been appointed. The Pro-Enterprise Partners Award is a new award category to recognise outstanding Pro-Enterprise Partners who have been responsive and supportive of innovative business proposals.

<p>Ms Tan Siow Hwei Director, Joint Policy & Planning Division, Singapore Food Agency (SFA)</p>	<p>Committed to fostering business innovation and supporting pro-enterprise proposals while balancing SFA's mission to ensure a secure supply of safe food, Ms Tan Siow Hwei and her team have contributed significantly to the overarching goal of enhancing support for businesses and cultivating a pro-enterprise mindset within SFA.</p> <p>Bolstered by quick responsiveness and continuous support, Ms Tan had led the successful implementation of forward-thinking policies and initiatives that would benefit both businesses and agencies.</p>
<p>Assistant Commissioner (AC) Ng Chee Kiang Director, Service Excellence Department, Singapore Civil Defence Force (SCDF)</p>	<p>AC Ng Chee Kiang, a Pro-Enterprise Partner, has contributed to SCDF's pursuit of business excellence with stakeholders' needs in his capacity as the Director of Service Excellence Department.</p> <p>AC Ng proactively collaborates with other government agencies, such as the Ministry of Trade and Industry, to ensure that SCDF's processes and systems are reviewed regularly to address internal and external</p>

	stakeholders' needs, while maintaining a high level of fire safety standards.
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Pro-Enterprise Survey Award

The Pro-Enterprise Survey Award is presented to Government agencies who have performed well in the biennial Pro-Enterprise Survey conducted by the PEP.

The top three agencies are as follows:

Maritime and Port Authority of Singapore (MPA)	<p>The MPA has put in place a robust support structure that helps companies to transform, by working with the industry at the local, regional, and international levels.</p> <p>Through platforms such as the Singapore Maritime Week, Port Authority roundtable, and industry forums, MPA has actively communicated to its stakeholders the need for legislation and enforcement, which are enablers for maritime businesses to thrive.</p> <p>Overall, MPA fosters an environment that encourages strong and close partnerships with the maritime industry and its key players in their different life-stages, better understanding their needs and requirements, to address them promptly and effectively.</p>
Monetary Authority of Singapore (MAS)	<p>MAS fosters a pro-enterprise environment for financial institutions through a risk-focused and disclosure-based supervisory approach. This approach grants well-managed financial institutes (FIs) greater business latitude and more room to offer new products and solutions.</p> <p>Additionally, MAS actively consults and co-creates regulations with stakeholders, considering market realities and industry practices. Through initiatives like the FinTech Regulatory Sandbox and development of digital infrastructures, MAS works closely with the industry to promote innovation and support a thriving and vibrant financial sector ecosystem.</p> <p>MAS is committed to staying abreast of industry trends, encouraging experimentation, and adopting a risk-based approach. To balance regulatory requirements with business needs and provide an environment conducive to innovation, MAS will continue to refine regulatory frameworks and deepen engagements with diverse groups of stakeholders.</p>
Singapore Civil Defence Force (SCDF)	<p>Guided by its core values of taking pride in saving lives and property and caring for people and those that SCDF serves, the</p>

	<p>SCDF accentuates these values in its engagement with businesses.</p> <p>SCDF embraces a pro-enterprise culture and closely collaborates with MTI on fire safety standards for businesses to promote innovation in architecture and building design.</p> <p>With the intent to reduce business costs, SCDF regularly fine-tunes its fire safety approaches based on industry trends. For instance, a single regulatory front for multi-intrinsic hazard chemicals has helped in simplifying compliance for businesses handling these chemicals.</p> <p>SCDF also promotes active stakeholder engagement with Qualified Persons, academia, and industry professionals to translate research into practical applications, simplifying policies while enhancing public safety outcomes. Besides engaging the stakeholders, SCDF also actively participates in international forums such as the Inter-jurisdictional Regulatory Collaboration Committee, facilitating knowledge exchange with the global fire safety ecosystem.</p>
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