

# inSYNC



singapore customs newsletter • issue 12 • may 2011

## HIGHLIGHTS

**Customs Facilitation  
for The Lion King  
in the Lion City**

Page 04 >>

**Re-registration of  
TradeNet Declaring  
Agents and Declarants**

Page 08 >>

**Singapore and Indian  
Customs Discuss Cooperation  
on Trade Facilitation**

Page 09 >>



Photo: LeVeL83

## Behind the World's Highest Urban Craft-brewery

Setting up a microbrewery perched on the top floor of Marina Bay Financial Centre Tower 1 was an unprecedented challenge, as well as a unique business opportunity for which Singapore Customs, as a supportive partner of the business community, readily stepped up to provide a customised trade facilitation solution.

**Full Article on Page 01 >>**



## Interactive E-learning on Customs Procedures Now Available

In May 2011, Singapore Customs launched an e-learning courseware for traders on its website. Entitled "Guide to Customs Procedures", this interactive self-learning tool serves as a useful aid for businesses and traders to equip themselves with the necessary basic customs knowledge prior to engaging in any trade-related activities.

**Full Article on Page 06 >>**

# inSIGHT

## SUPPORTING LIFESTYLES, MAKING BUSINESS SENSE

To the man on the street, Singapore Customs' role in trade facilitation and revenue protection might seem far removed from everyday life.

We are usually associated with the more visible aspects of our work, such as checkpoint revenue collection or contraband cigarette enforcement. But our responsibilities are as much about supporting everyday business and lifestyle activities as they are about enforcing regulations.

In this issue, we invite you up to the world's highest urban microbrewery and behind the scenes of the hit musical The Lion King. Learn about the different kinds of facilitation that Singapore Customs provides to companies depending on their unique requirements, and how such facilitation contributes to business success.

We will continue to engage with the business community, to best understand their needs, and to offer customised solutions that work.

**PATRICIA BAY**  
Editor

To read, download or subscribe to the online edition of inSYNC, please visit [www.customs.gov.sg/insync](http://www.customs.gov.sg/insync)

# CONTENTS

## Features

- 01 Behind the World's Highest Urban Craft-brewery
- 04 Customs Facilitation for The Lion King in the Lion City
- 06 Interactive E-learning on Customs Procedures Now Available

## Updates

- 08 Re-registration of TradeNet Declaring Agents and Declarants
- 09 Singapore and Indian Customs Discuss Cooperation on Trade Facilitation
- 09 Singapore Customs Participates in India-ASEAN Business Fair
- 10 Mobile Phones Importer Convicted of False Declarations and Obstructing Justice

## Inside Customs

- 11 Embracing Innovation within Singapore Customs
- 13 Training Calendar / Event Highlights

### EDITORIAL TEAM

Patricia Bay (Editor) | Lynn Ng | Victor Seah

### DESIGN BY

Green House Design + Communications

Please let us know what you think of inSYNC. We welcome your ideas on what you would like to see and how we can do better. Write in to the Editor at [customs\\_media@customs.gov.sg](mailto:customs_media@customs.gov.sg)

InSYNC is a publication of Singapore Customs. Copyright of the materials contained in this publication belongs to Singapore Customs. Nothing in here shall be reproduced in whole or in part without prior written consent of Singapore Customs. All rights reserved. All information is correct at time of publication.



# Behind the World's Highest Urban Craft-brewery

*Setting up a microbrewery perched on the top floor of Marina Bay Financial Centre Tower 1 was an unprecedented challenge, as well as a unique business opportunity for which Singapore Customs, as a supportive partner of the business community, readily stepped up to provide a customised trade facilitation solution.*



Photo: LeVeL33

Entering LeVeL33 means walking by the entrance's imposing row of ceiling-high fermentation tanks. These six looming stainless steel giants represent the entire range of the microbrewery's signature craft beers, such as *33.1 Blond Lager* and *33.4 House Porter*, brewed based on heritage recipes using state-of-the-art technology.

The exposed mechanics and equipment seem to only add to the charm of this contemporary craft-brewery, restaurant and lounge. A blend of European crafted tradition and sleek modern sensibility, the design of LeVeL33 juxtaposes warm wood with metallic surfaces under a curvilinear ceiling, giving the place a raw, industrial authenticity.

Such inspired form however requires a corresponding level of functionality. So before any of its equipment could be installed or the aesthetic touches set in place, LeVeL33 approached Singapore Customs for a licence to operate as a brewery under the Excise Factory Scheme in October 2010.

And with the year-end festive season approaching, the company was eager to commence operations as soon as possible.



Photo: LeVeL33



*After one to two weeks, the beer is ready and transferred from its fermentation tank (pictured above) to the dispensing tank. At this point, the quantity of beer produced is declared to Singapore Customs for duty payments.*



#### MEET THE BREWMASTER

LeVeL33 resident brewmaster, Christian Knoch hails from Germany, where he started out as an apprentice brewer and maltster in a mid-sized, family-owned brewery at the age of 18.

His passion for beer led him to the Technical University of Munich in Weihenstephan – a celebrated world leader in brewing research and academic training. There, Knoch studied brewing and beverage manufacturing, graduating with the official degree “Diplom-Braumeister”.

As brewmaster, Knoch oversees the entire microbrewery system, as well as training assistants to help with the operations. He is also responsible for introducing new recipes for the establishment’s special seasonal beers.

#### A LICENSE TO FILL

An Excise Factory refers to a designated area approved and licensed by Singapore Customs for the manufacture of dutiable goods, such as liquor, tobacco, motor vehicles or petroleum, for which the excise duty is suspended. Excise duty is levied when the manufactured goods are removed from the Excise Factory for local consumption.

Under the scheme, a license is required to bring in equipment to manufacture dutiable goods, and the manufacturer operating the Excise Factory would then be responsible for the security and proper control of the manufactured goods.

In consideration of the enormous and unique logistical challenge in moving a full microbrewery system 33 floors up into the penthouse of a skyscraper, Singapore Customs gave the company in-principle approval to bring in and install the brewing equipment before the manufacturing licence was formally issued.

Scoring a world’s first - the installation process involved hoisting a total 8,000kg of microbrewery equipment, comprising 12 tanks, two centre brewhouse kettles and an assortment of accessories, 156 metres off the ground in a delicate operation that saw the parts scale 33 stories alongside the external glass facade of the Marina Bay Financial Centre Tower. Making the move especially challenging were the tanks and brewing kettles, each weighing up to a tonne, which had to be brought in intact.

#### GOING WITH THE FLOW

With the installation of the full microbrewery system completed and mindful of the holiday deadline, Singapore Customs promptly met with LeVeL33 representatives for a site visit in November 2010 to ensure that adequate control measures were adopted for the Excise Factory.

Considering the commanding, centre stage presence of the copper brewhouse



kettles behind the establishment's russet bar, one might overlook the fact that every component of the brewing process has to lie within licensed, restricted areas. All valves were checked and found to be tamper-proof and constantly monitored by security cameras.

A licensed microbrewery is also usually required to install a flowmeter to keep track of its beer production, with the readings used to account for duty payments. Moreover, all beer sales have to be recorded by a point-of-sale system for double-checking.

In the case of LeVeL33, Singapore Customs took note of the computerised brewhouse control system used to track the microbrewery's beer production. The system, imported from renowned Austrian brewery machine manufacturer SALM & Co, provides information on every batch produced, including the exact quantity of beer transferred between the brewing kettles, fermentation and dispensing tanks.

Due to the comprehensive monitoring system in place, Singapore Customs decided to waive the requirement for installing the flowmeters. In addition, it allowed LeVeL33 a one week head start in preparing its first brew before the manufacturing license was issued. As the whole brewing and fermentation process takes two weeks, this allowed the company to preview its first ready beer in early December 2010.

In all, Singapore Customs completed its assessment and granted LeVeL33 its manufacturing licence within a month of the microbrewery fulfilling all submission requirements.

Said Dr Martin Bem, Director of LeVeL33, "The assistance from Singapore Customs can only be described as very business friendly and supportive. I was very impressed by the assistance provided and the smooth flow in handling all matters related to the brewery and the beer, not only during the setting up but also in the ongoing support for the business."

## THE BREWING PROCESS

Four basic ingredients are required to make beer: grain, water, hops and yeast. The idea is to extract the sugars from the grain (usually barley, although wheat, rye and other types of grain can be used) so the yeast can metabolise them into alcohol and carbon dioxide, thus making beer.

# 1

### MASHING

Within the LeVeL33 brewhouse kettle, malted barley is mixed with hot, but not boiling water. This creates the "mash", a mushy oatmeal-like substance.

The mash is then heated to warmer temperatures in stages to activate the enzymes in the grains, breaking them down and releasing the sugars within.

# 2

### LAUTERING

The process of lautering involves draining off the sticky sugary liquid known as the "wort" from the mash and the residual grain.

# 3

### BOILING

Still inside the brewing kettle, the wort is boiled for about an hour. At various points, hops are added to the boil.

These small, green cone-like flowers of the hops vine help provide flavour, aroma, and a bitterness to counter the sugars in the wort. Hops also serve as a natural preservative, which was why they were first used in brewing.

# 4

### WHIRLPOOLING

At the end of the boil, the wort is transferred into another vessel called a "whirlpool". The rotating, so-called teacup effect forces the denser, unwanted solids to the middle of the whirlpool tank.

# 5

### COOLING

The hot wort has to be brought down to fermentation temperatures (20-26°C), which means passing it through a heat exchanger. The heat loss here is captured in the water used to cool the wort, saving energy as it gets stored for future use in the brew kettle.

# 6

### FERMENTING

Next, yeast is added to the hopped wort and the mixture put inside the fermentation tank. Over one to two weeks, the yeast consumes the sugar and produces alcohol and carbon dioxide in the process.

The final matured product is then transferred to the dispensing tank, which is also the point where the quantity of beer produced is declared to Singapore Customs.



# Customs Facilitation for The Lion King in the Lion City

*On 3 March 2011, multi-award-winning Broadway musical "The Lion King" roared to life at Singapore's Marina Bay Sands - the show's first in Southeast Asia. Supporting this challenging undertaking was Singapore Customs, with unique facilitation provided for the production's myriad of props, costumes and equipment.*



Wallace Smith as Simba and Kissy Simmons as Nala in the New York production of "The Lion King".  
Photo by Joan Marcus © Disney.

A total of 29 containers, holding an estimated \$3 million worth of cargo, had to be imported for the major theatre production, which began its series of rehearsals in Singapore back in December 2010.

The event's organiser, BASE Entertainment, through its local appointed logistics provider, RCS Logistics Singapore, and Australian production management company, Martin Production, approached Singapore Customs in October 2010 to request for the use of the Temporary Import Scheme (TIS).

Under the TIS, goods, with the exception of liquor and tobacco, are allowed to be brought into Singapore for a given time period without payment of duty and Goods and Services Tax (GST). The TIS is commonly used for approved purposes such as repairs, demonstrations, exhibitions and events like stage performances.

Liaising closely with the different parties, Singapore Customs learnt from Martin Production that they had found the ATA Carnet, an international customs document for temporary importation, inadequate for this event due to its tedious application as well as its strict one-year non-negotiable period.

For economic reasons, a major stage production like The Lion King requires a long run of more than a year.





Josette Bushell-Mingo as Rafiki in the Broadway production.  
Photo by Catherine Ashmore © Disney.



Hein Van de Heijden as Scar (left) and Edwin Jonker as Mustafá face-off in the Holland Production.  
Photo by Deen Ven Meer © Disney.

Aware that the TIS is generally only valid for three months, RCS Logistics approached Singapore Customs to see if an allowance could be made for 16 months, including the time needed for importing the containers, stage construction and six weeks of rehearsal.

Considering the musical's unique requirements and the positive impact the world-class production would have for the region's theatre industry, Singapore Customs decided to grant a special one-off extension of the TIS for The Lion King production.

And to ensure that the stage equipment and costumes could be imported in time for rehearsals, Singapore Customs also provided further facilitation, expediting

the approval of the TI extension and processing the case smoothly.

"We were really impressed by Singapore Customs agreeing to the extension of the TIS to 16 months," said Mr Albert Tan, Executive Director of RCS Logistics. The company has also provided logistics support for other major international productions, such as 2010's *Walking With Dinosaurs* and the 2005 local run of *Mama Mia*.

"Another facilitation surprise was the low banker's guarantee quantum required, which made our customers really happy. With the business environment always changing, the flexibility and cooperation Singapore Customs has shown throughout has been excellent."

#### A KING ON BROADWAY

A wonderfully rich stage adaptation of Disney's 1994 animated feature-length film, *The Lion King* is a coming of age parable set in Africa. It tells the tale of Simba, a lion cub who rises to become king among the animals.

Directed by Julie Taymor, with music by Elton John and Tim Rice, the show creatively blends elements of intricate African art and Broadway wizardry, with dramatic set changes, custom designed puppetry and a colourful assortment of costumes and props.

Featuring music from the animated film along with several original songs, the internationally acclaimed production has been seen by over 50 million people, having toured the world for over 13 years.

This Southeast Asian premiere in Singapore joins seven other successful companies of *The Lion King* in New York, London, Hamburg, Paris, Tokyo, Las Vegas and on tour in the USA.

# Interactive E-learning on Customs Procedures Now Available

*In May 2011, Singapore Customs launched an e-learning courseware for traders on its website. Entitled “Guide to Customs Procedures”, this interactive self-learning tool serves as a useful aid for businesses and traders to equip themselves with the necessary basic customs knowledge prior to engaging in any trade-related activities.*



*The interactive e-learning package features Alex, a friendly fellow trader who will guide users through each of the five modules.*

New start-ups or businesses engaging in trading activities for the first time will learn about the procedures for registering with Singapore Customs, the different import/export schemes and the requirements for submitting a trade declaration.

Newly registered TradeNet declarants will also be provided with the necessary knowledge and resources to identify different permit types and to submit correct and complete permit applications via the TradeNet system.

Existing traders will find the courseware useful as well. They can brush up on their customs knowledge in areas such as the different tax regimes, customs valuation, as well as classification of goods under the Harmonised System; or find out more about customs schemes and facilitations that could benefit their business.

Designed to cater to the varying needs of traders, the e-learning courseware comprises five modules covering all aspects of customs procedures. Users have the flexibility of zooming in to selected modules that meet their specific learning requirements.

## **A USEFUL SELF-LEARNING TOOL**

This online e-learning courseware will complement existing training on customs procedures that companies may provide for their staff. An additional channel for learning that is available anytime and anywhere, it allows users the flexibility to tailor their learning to suit their specific needs and complete the course at their own pace.

Interactive and user-friendly, the courseware features a fellow trader avatar named Alex who will guide users through the completion of the different modules. It comes complete with a quiz at the end of each module to help reinforce understanding of the subject matter,



making it an effective and useful tool for self-learning and assessment.

Users can access modules of interest directly via a colourful sitemap, and call up relevant resources under each module, as well as a glossary of

key terms used at any point of their e-learning process.

Embark on the e-learning journey today and experience a new way of learning about customs procedures.

## A GUIDE TO CUSTOMS PROCEDURES

Visit the Singapore Customs website at [www.customs.gov.sg](http://www.customs.gov.sg) and click on the e-learning banner to access this interactive self-learning package that provides an introduction to customs procedures. Here's an overview of the contents for each module:

### *module 1*

#### REGISTRATION

All procedures pertaining to registration:

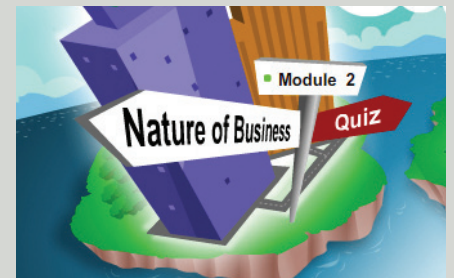
- Activating a company's account with Customs
- Registration as a TradeNet user
- Authorisation for submitting specific permit declarations
- Registration of claimants for goods exempted from customs duty and/or granted GST relief

### *module 2*

#### NATURE OF BUSINESS

Schemes and facilitations available to companies:

- Introduction to TradeFIRST and its assessment guidelines
- Tax suspension schemes
- Warehousing schemes
- Certificate of origin
- Strategic Trade Scheme
- Secure Trade Partnership Programme



### *module 3*

#### TAX REGIME AND VALUATION

Basics of valuation and introduction to tax regimes:

- Principles and basis of customs valuation
- Introduction to customs and excise duty
- Ad valorem and specific tax rates
- Computation of GST and duties based on ad valorem and specific tax rates

### *module 4*

#### CLASSIFICATION OF GOODS

Introduction to classification and Harmonised System (HS) codes:

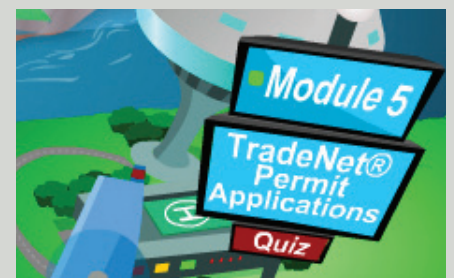
- Structure of the HS
- Classification techniques and resources available for classification
- Tips on using the HS code search function to determine if goods are dutiable or controlled

### *module 5*

#### TRADENET PERMIT APPLICATIONS

Resources for submitting correct and complete trade permit applications:

- Types of import, export and transshipment permit applications
- Key fields and common mistakes in permit applications
- Permit approval conditions
- Permit amendments, cancellations and refunds



# Re-registration of TradeNet Declaring Agents and Declarants

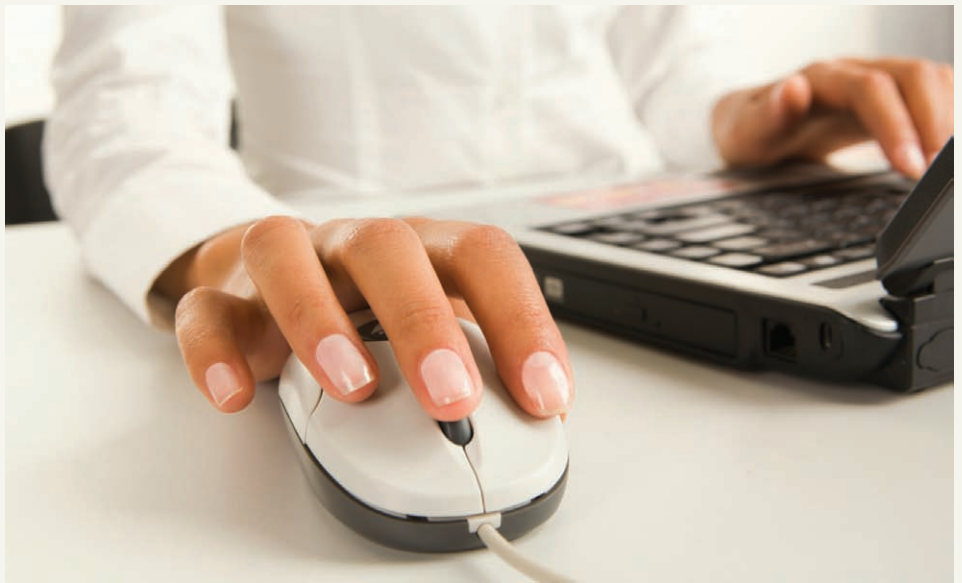
*Singapore Customs is conducting a re-registration exercise for all declaring agents and their declarants from 16 May to 16 July 2011. By capturing a more updated and complete profile of the declaring agent industry - an important node in the trade supply chain – this exercise enables Singapore Customs to better engage and reach out to the trading community.*

TradeNet declaring agents play a vital role in helping to maintain the integrity of Singapore's trading system. All import, export and transshipment of goods require a declaration to be made through the TradeNet system to Singapore Customs. Companies can either make the declaration themselves if they are registered TradeNet users, or engage the services of a third party declaring agent to do so.

These third party declaring agents offer permit declaration services to assist companies in submitting accurate and complete declarations to Singapore Customs. The data submitted in the TradeNet declaration is used for various purposes, including revenue collection, trade statistics collation and regulatory controls. It is hence pertinent to ensure the accuracy, completeness and integrity of these declarations.

## **ENHANCING PROFESSIONALISM WITHIN THE TRADING INDUSTRY**

The re-registration exercise is part of Singapore Customs' wider efforts to better engage the community of TradeNet declaring agents. They are required to update their business particulars as well as those of their declarants, and provide additional details such as their company size and business activities to Singapore Customs within the two-month re-registration period.



By providing their updated particulars to Singapore Customs, declaring agents and declarants will be able to receive timely updates on customs matters and procedures. In turn, the trading community will benefit from better advice on the latest customs procedures and schemes, enabling them to leverage on applicable schemes or facilitations, and where necessary, to adopt prompt and appropriate internal controls to minimise non-compliance with customs requirements.

With a more comprehensive understanding of the business profile

of declaring agents, Singapore Customs will be better equipped to explore more targeted and focused outreach. The agency will also continue to work closely with declaring agents to increase awareness and encourage adoption of best practices as part of its ongoing efforts to raise the level of professionalism of the declaring agent community.

The full details of the re-registration exercise and procedures are available in Circular No. 05/2011 at [www.custom.gov.sg](http://www.custom.gov.sg)



# Singapore and Indian Customs Discuss Cooperation on Trade Facilitation

*Singapore Customs Director-General Mr Fong Yong Kian called on his Indian counterparts during a visit to the Central Board of Excise and Customs (CBEC) in New Delhi in March 2011 to strengthen friendship and cooperation between the two Customs Administrations.*



Mr Fong met with Mr Sumit Dutt Majumder, Special Secretary of the Government of India and Chairman of the CBEC (left), as well as other senior CBEC officials to discuss areas of mutual interest and explore new dimensions of trade facilitation.

Bilateral trade between the two countries has doubled since the signing of the India-Singapore Comprehensive Economic Cooperation Agreement in 2005. Singapore's trade with India was valued at more S\$30 million last year,

but there is still considerable growth potential for Singapore-India bilateral trade, which currently constitutes only about 3% of Singapore's external trade in terms of value.

India is one of ASEAN's key trading partners, and the ASEAN-India Free Trade Area (AIFTA) Trade in Goods Agreement signed in August 2009 has further promoted trade flows between India and the region. India's trade with ASEAN countries last year was valued at US\$43 billion. India and ASEAN are also currently working towards the early conclusion of the ASEAN-India Trade in Services and Investment Agreements, which will form the other pillars of the AIFTA.

The visit was a fruitful one as Mr Fong and Mr Majumder shared experiences and discussed various areas of common interest relating to trade facilitation, including current issues of significance at the international level, capacity building and the possibility of mutually recognising authorised economic operator programmes in the future. Both heads of customs administration also invited the other to send a team over for a study visit on their respective areas of interest.

## Singapore Customs Participates in India-ASEAN Business Fair

*Singapore Customs participated in the inaugural India-ASEAN Business Fair held in New Delhi from 2 to 6 March 2011.*

The India-ASEAN Business Fair is an international conference and exhibition which brings together business leaders, think tanks, policy makers, potential investors and entrepreneurs for knowledge sharing and business development across industry segments from the 10 ASEAN countries. Visitors to the fair included commerce and trade

ministers of several ASEAN countries.

Organised by the Federation of Indian Chambers of Commerce & Industry - the apex business chamber of India - with support from the Indian Ministry of Commerce and Industry, the five-day event aimed to enhance bilateral trade between India and ASEAN countries.

Singapore Customs was among 10 public and private sector organisations representing Singapore at the India-ASEAN Business Fair. As the national trade regulation and facilitation agency, the event provided a platform for Singapore Customs to showcase its role as the guardian of Singapore's international trade. Balancing the intricate requirements of trade facilitation, security and regulatory compliance, Singapore Customs aims to provide a conducive environment where trade can flow seamlessly, making Singapore an ideal place to do business and a trade gateway to ASEAN.

The other participating organisations from Singapore included the Singapore Business Federation, Singapore Tourism Board, International Enterprise Singapore, Filtec, Goodrich Global, Singapore Airlines, Knight Frank, City Developments and CapitaLand.

# Mobile Phones Importer Convicted of False Declarations and Obstructing Justice

*Director of Vision Your Gadgets Station Pte Ltd, Yeo Hock Leong was sentenced in November 2010 to fines totalling \$212,000 or 106 weeks imprisonment for incorrectly declaring the values of over 79,000 imported mobile phones. Singapore Customs caught Yeo and his two employees as they attempted to destroy the incriminating evidence.*

As the authority on trade facilitation and customs revenue collection matters, Singapore Customs regulates the trading system to maintain a level playing field for every trader. Any trader found attempting to gain an unfair advantage will be dealt with accordingly.

In this instance, investigations by Singapore Customs revealed that since March 2008, Yeo's invoices showed incorrect values for the declaration of 98 permits to import 79,262 mobile phones.

In his submissions to Singapore Customs, he had declared the functioning mobile phones from various brands as defective and hence of a nominal value, allowing him to evade a total of \$182,093.15 in Goods and Services Tax (GST) payments.

With the company under surveillance, Singapore Customs officers noted some suspicious activity on 28 October 2008:

Yeo's two employees, Ong Soon Leng and Cheng Zhiyi, were removing some items and two plastic bags from the office.

Moving in quickly to search the office and question Cheng, Customs officers learnt that Yeo had warned Ong earlier over the telephone about the possibility of a raid by the authorities. Yeo had then instructed Ong to remove the incriminating evidence of certain trade documents and some stocks of mobile phones.

These actions earned Yeo two additional convictions, for abetting in the offence of obstructing Customs officers in the seizure of goods and for failure to retain trade documents.

Ong and Cheng were both convicted of obstructing Customs officers in the seizure of goods and fined \$6,000 each, or in default, three weeks of imprisonment.



Under the Customs Act, importers are responsible for ensuring the accuracy and completeness of the values and other particulars declared to Singapore Customs. Under-declaration of values is a serious offence as it results in the short payment of duty and GST. Anyone found guilty of this will face a jail term of up to one year and/or a maximum fine of either \$10,000 or the amount of duty and GST involved, whichever is greater. In addition to the penalties, offenders are also required to make good the duty and GST short-paid to the Government.

All trade documents should be kept for a minimum period of five years. Any person who is found guilty of obstructing any Customs officer in the seizure of any items for the purpose of investigation can be fined up to \$10,000 or sentenced to imprisonment for a term not exceeding 18 months, or both. Any person who abets the commission of such an offence will be similarly punished.



# Embracing Innovation within Singapore Customs

*To celebrate and promote innovation within the organisation, Singapore Customs held its inaugural Innovation Festival from 12 to 14 April 2011 with a series of interesting and educational activities to encourage and inspire Customs officers to embrace innovation at work.*



*Customs staff showing off their team's innovative project depicted creatively via a larger-than-life board game as part of the i-Exhibition.*

As an organisation that strives for excellence, Singapore Customs recognises that innovation is critical for achieving higher productivity and delivering greater value to its customers, and that every individual within the organisation needs to be committed towards innovation.

In line with the theme for the event, "Admit it, You Are Cre8tive", innoFEST 2011 was an occasion for Singapore Customs to celebrate its achievements in innovation, enhance the creative and innovative capacity of Customs officers, encourage good ideas both big and small, and strengthen the culture of innovation within the agency.

## I-ACTIVITIES GALORE

The three-day innoFEST saw the enthusiastic participation of Customs officers in a myriad of fun and interesting i-activities that were organised for them to learn, explore, discover and be inspired about innovation.

Customs officers showcased their innovative projects to their fellow colleagues in the i-Exhibition, watched i-Videos and attended various i-Talks by Customs senior management members and a guest speaker to learn more about more about innovation. They also solved challenging puzzles in the i-Games and put forth a whopping 460 suggestions during

## WHAT OUR OFFICERS HAD TO SAY

"Such events raise awareness about innovation and the need to constantly look for better ways to do things in Singapore Customs. If officers take such forums seriously and if the suggestions made by officers are taken seriously, innovation can eventually become the norm in Singapore Customs."

"This is the best inno-activity I've ever experienced having worked for 10 years previously in two other organisations! I can see the amount of hard work injected into the show, and the support from senior management."

"Personally, the two things I enjoyed most about innoFEST were the inspiring presentations and seeing officers of all ages trying their hand at the IQ puzzles and having fun doing them."

"The first innoFEST was a very interesting event and it gave me an opportunity to witness the creativity of our officers first hand! Looking forward to the second one!"



An officer adds his contribution to the numerous suggestions posted on the i-Wall by Customs staff over the three-day event.



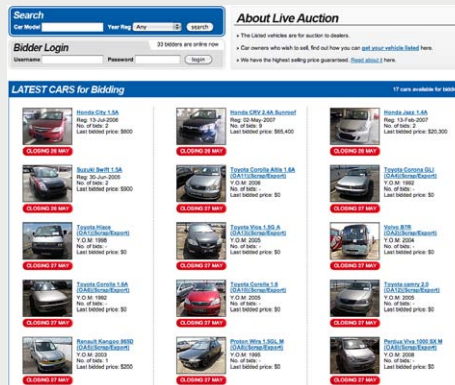
Director-General Mr Fong Yong Kian (left) trying his hand at solving a puzzle at the i-Games.

the participative i-Focus Sessions and on the i-Walls.

Amid the variety of activities and light-hearted, carnival-like atmosphere of the innoFEST, the key messages that Customs officers took away were how they should constantly be on the lookout for better alternatives to the status quo, continue to improve the way things are done, be willing to experiment and to contribute ideas actively in the course of their work.

### TEAM EXCELLENCE SYMPOSIUM 2011

Three Singapore Customs teams showcased their innovative projects at the Team Excellence Symposium held from 29 March to 1 April 2011. This annual event organised by the Singapore Productivity Association saw the participation of 84 teams from both the public and private sectors. Singapore Customs' entries clinched three awards - two Gold and one Silver.



#### **GOLD AWARD**

##### **DEVELOPING A HOLISTIC APPROACH TO FACILITATING TRADE**

To streamline the way Singapore Customs facilitates and regulates trade, the team developed TradeFIRST – a single comprehensive assessment framework that integrates trade facilitation, compliance and risk-management.

This innovative framework has paved the way for the agency to proactively engage with traders, facilitating business operations in a systematic, risk-based and consistent manner.

#### **GOLD AWARD**

##### **EFFICIENT DISPOSAL OF FORFEITED MOTOR VEHICLES**

To expedite the disposal of forfeited motor vehicles, the team explored the idea of using e-commerce to auction forfeited motor vehicles online.

Compared to traditional auctions, online auctions effectively speed up the disposal of forfeited motor vehicles, resulting in substantial savings in cost and time.

#### **SILVER AWARD**

##### **DIFFERENTIATING DUTY PAID FROM DUTY UNPAID CIGARETTES**

To effectively curb the influx and trade of contraband cigarettes, Singapore Customs' enforcement officers needed to easily distinguish duty-paid cigarettes from duty-unpaid ones. As a simple and effective solution, the team proposed a new regulation that all duty-paid cigarettes sold in Singapore be marked with the letters "SDPC" on every stick.



## TRAINING CALENDAR

Programme	Dates
<p><b>CUSTOMS COMPETENCY PROGRAMME FOR BUSINESSES PART I</b></p> <p>This 2-day course provides an overview of customs procedures pertaining to import and export of goods, registration with Customs, the basic requirements for preparing TradeNet declarations, classification of goods under the Harmonised System, customs valuation and import of dutiable goods.</p>	<p>7 - 8 Jul 2011</p> <p>11 - 12 Aug 2011</p> <p>8 - 9 Sep 2011</p> <p>6 - 7 Oct 2011</p>
<p><b>CUSTOMS COMPETENCY PROGRAMME FOR BUSINESSES PART II</b></p> <p>This 4-day course covers topics such as temporary importation, manifest procedures, rules of origin, warehousing regimes, strategic goods control, supply chain security, customs laws and international regimes. It is held over 3 full days and 2 half days.</p>	<p>12, 13, 18, 19 &amp; 25 Jul 2011</p> <p>11, 12, 17, 18 &amp; 24 Oct 2011</p>
<p><b>STRATEGIC GOODS CONTROL PROGRAMME FOR BUSINESSES</b></p> <p>This course comprises 3 modules held over 3 half days. It provides an overview of Singapore's strategic goods control system and covers the registration requirements and application procedures for strategic goods permits. Companies that are interested to set up an internal export control compliance programme and wish to be considered for export facilitation under the Strategic Trade Scheme for Tier 2 or Tier 3 permits may also attend the course. Traders may register for individual modules.</p>	<p>17 - 19 Aug 2011</p> <p>3 - 5 Oct 2011</p> <p>14 - 16 Dec 2011</p>
<p><b>TRADERS CLINICS</b></p> <p>These monthly one-on-one consultation sessions provide an avenue for traders to seek advice and provide feedback on general customs procedures and services. (See Event Highlights)</p>	<p>28 &amp; 29 Jun 2011</p> <p>25 &amp; 26 Jul 2011</p> <p>22 &amp; 23 Aug 2011</p> <p>26 &amp; 27 Sep 2011</p>
<p><b>OUTREACH PROGRAMME FOR NEWLY-REGISTERED TRADERS</b></p> <p>This quarterly programme is designed to equip new traders with a better understanding of customs documentation procedures, as well as the various customs schemes and services available. For enquiries, please call 6355 2000 or email <a href="mailto:customs_documentation@customs.gov.sg">customs_documentation@customs.gov.sg</a></p>	<p>30 Jun 2011</p> <p>29 Sep 2011</p>
<p><b>OUTREACH PROGRAMME FOR NEWLY-REGISTERED MANUFACTURERS</b></p> <p>This bimonthly programme is designed to equip newly-registered manufacturers with a better understanding of the Rules of Origin under Singapore's Free Trade Agreements, the application procedures for Certificates of Origin, and the compliance requirements. For enquiries, please email <a href="mailto:customs_roo@customs.gov.sg">customs_roo@customs.gov.sg</a>.</p>	<p>17 Aug 2011</p>

## EVENT HIGHLIGHTS

### MONTHLY TRADERS CLINICS

Singapore Customs holds regular clinics for traders to seek advice on customs matters. It sets aside two days every month where traders can make an appointment for a personalised, one-on-one consultation with Singapore Customs officers to seek general advice on Customs procedures and services.

These sessions provide an avenue for traders to have their queries on Customs matters answered, whether they relate to procedures for a new business set-up, documentation and permits requirements or clearance procedures.

More significantly, business can also benefit from advice and guidance on improving their compliance rate thereby minimising cost and penalties associated with non-compliance, and how they can take advantage of the various trade facilitation schemes offered by Singapore Customs to save on business cost.

These face-to-face interactions also enable Singapore Customs officers to obtain better insights into the issues faced by traders and serves as a useful source of feedback for the agency in its regular review of Customs procedures and processes to better facilitate trade.

Traders have found the Traders Clinics to be a useful platform to clarify their concerns on Customs matters, and the face-to-face interactions with Singapore Customs officers to be effective and informative.

Please note that dates are subject to change. For full programme and registration details, please refer to the Singapore Customs website at [www.customs.gov.sg](http://www.customs.gov.sg) under "News & Events".

For enquiries and registration, email [customs\\_documentation@customs.gov.sg](mailto:customs_documentation@customs.gov.sg)



We make trade easy, fair and secure