



**SINGAPORE
CUSTOMS**

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SINGAPORE CUSTOMS MARKS INTERNATIONAL CUSTOMS DAY 2025 WITH A RENEWED COMMITMENT TO EFFICIENCY, SECURITY, AND PROSPERITY

Singapore Customs' Refreshed Mission, Vision, and Logo Also Unveiled at Celebration Event

Singapore, 24 Jan 2025 – Singapore Customs celebrated International Customs Day (ICD) 2025 with a strong reaffirmation of its commitment to advancing efficiency, security, and prosperity in trade facilitation. This year's theme, set by the World Customs Organisation (WCO), resonates deeply with Singapore Customs' refreshed Mission and Vision.

2 In his keynote address during the celebration ceremony today at the Customs Operations Command, Mr Tan Hung Hooi, Director-General of Singapore Customs, highlighted the pivotal role of Customs in nation-building as Singapore commemorates its 60th year of independence. Reflecting on its evolution, Mr Tan emphasised that Singapore Customs has not only supported the nation's economic stability since its inception, but also cemented its status as a trusted global trading hub. "We have embraced innovation and collaboration to stay ahead of challenges. From our early days of revenue collection to our current role in securing supply chains and enabling trade, Singapore Customs has continuously evolved to meet the needs of a dynamic global landscape," said Mr Tan.

3 In line with ICD 2025's theme covering Efficiency, Security and Prosperity, Singapore Customs will continue to build on its achievements to-date. This includes:

- (a) Alongside ongoing efforts to transform other customs processes and improve customers' service experience, Singapore Customs started the TradeNet Rebuild Project last year to set the stage for an even more seamless and efficient Government-to-Business experience by 2027. This is the continuing innovation of TradeNet, launched in 1989 as the world's first nationwide electronic data interchange system for a seamless and integrated trade permit application.
- (b) Singapore Customs rolled out Customs Declaration Kiosks at the land and sea checkpoints for arriving travellers to declare and make tax payment on arrival. This marks yet another important milestone towards achieving our vision of "cashless" and "fuss-free" travellers' experience at the checkpoints. This last-mile touchpoint further complements the Customs@SG web application, and together, they allow all arriving travellers to fulfil their tax obligations conveniently and on-the-go. Singapore Customs will be rolling out the Kiosks at the air checkpoints this year.
- (c) Singapore Customs' efforts to strengthen supply chain security and counter illicit trade have also borne fruit. In 2024, Singapore Customs detected 20,131 duty-unpaid tobacco cases, an increase from 14,510 in 2023. Beyond enforcement over dutiable and taxable goods inland and at the checkpoints, Singapore Customs bolstered other major regulatory regimes, including revising the Free Trade Zone (FTZ) regime and implementing enhanced oversight measures. With an enhanced FTZ regime, Singapore Customs is better able to safeguard Singapore's status as a trusted trading hub.
- (d) As part of ensuring Singapore's revenue, Singapore Customs' contributions to trade facilitation and economic development have been instrumental. In August

2024, the ASEAN Authorised Economic Operator Mutual Recognition Arrangement, led by Singapore, was implemented by ready ASEAN Member States. Such initiatives, coupled with our ongoing and proactive engagement with traders and stakeholders, have helped foster a collaborative environment that drives innovation, compliance and mutual benefits.

4 2024 saw the completion of another significant milestone in our Singapore Customs journey — a review of our brand identity (see Annex B) to anchor who we are and what we aspire to be. Under our refreshed Vision and Mission, we reaffirm our roles as guardians of revenue, enablers of trade, and trusted partners in Singapore's economic growth. They highlight the dual responsibility we hold dear as succinctly captured by our tagline, "Ensuring Revenue. Enabling Trade".

5 These Whole-of-Customs accomplishments would not have been possible without the diligence and assiduous contributions of Singapore Customs' greatest asset – our people. At the ICD 2025 event, 11 Customs officers were awarded WCO Certificates of Merit, and over 80 officers were recognised for their long and exemplary service. Customs Awards were also given to over 200 officers for their excellent work across 15 different categories. These acknowledgments bear testament to the collective excellence and dedication of all in Singapore Customs.

About International Customs Day

6 On 26 January each year, WCO member customs administrations celebrate International Customs Day. This is a chance for them to honour the dedication of their respective staffs, educate the public on customs' mission and role, and mobilise decision makers who can help ensure that they have the resources required to address challenges effectively and efficiently.

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About Singapore Customs

Singapore Customs protects revenue and facilitates trade for Singapore's economic growth while continuously striving to be a world-leading customs authority. As a partner of the Ministry of Finance, we ensure compliance with customs and tax regulations, safeguard the nation's financial interests, and combat illicit trade activities. We also enable seamless trade by simplifying customs processes, building global trade connectivity, and maintaining Singapore's position as a trusted global trading hub. Guided by our values of integrity, commitment, courage, responsiveness and teamwork, we strive for excellence with a professional and innovative team. Together, we ensure revenue and enable trade, fostering a thriving Singapore economy.

To find out more, visit our website at www.customs.gov.sg

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Annex A

International Customs Day 2025 Keynote Address by Director-General Tan Hung Hooi Friday, 24 January 2025, COC Auditorium

Distinguished Guests,
Fellow Officers of Singapore Customs,
Ladies and Gentlemen.

Good afternoon! I am honoured to join you today to celebrate the significant occasion of the International Customs Day 2025.

Commemorating International Customs Day

2 International Customs Day, observed annually on 26 January, is an opportunity to celebrate the vital role of customs administrations worldwide and the commitment of the Customs community to facilitate trade, protect revenue and safeguard our societies.

3 This year, the World Customs Organisation (WCO) has set out a compelling theme of “Customs Delivering on its Commitment to Efficiency, Security, and Prosperity”. This theme also encapsulates the essence of Singapore Customs’ refreshed Mission and Vision and serves as a call to action for all customs administrations around the world. It challenges Singapore Customs to strengthen our commitments and translate them into tangible actions in trade facilitation, supply chain security, and sustainable economic growth.

4 Today, I want to share how Singapore Customs has embraced our refreshed Mission - and how we continue to innovate, collaborate, and lead in the areas of efficiency, security and prosperity. However, before I elaborate on that, let me highlight the significance of this year.

Celebrating SG60: Customs' Contribution to Nation-Building

5 2025 is a milestone year for Singapore as we commemorate SG60, the 60th anniversary of our nation's independence. The history of Singapore Customs predates Singapore's independence - beginning with the creation of the British Government Monopolies Department in 1910. After 1965, Singapore Customs - formerly known as the Department of Customs and Excise until its reconstitution in 2003 - played an integral role in our nation-building journey.

6 In the early days, ensuring efficient revenue collection laid the foundation for Singapore's economic stability. Over the decades, we have also evolved into our role as trade facilitators, fostering seamless connectivity that strengthens Singapore's status as a global trading hub. Our commitment to securing supply chains, combating illicit trade, and supporting sustainable practices has also directly contributed to Singapore's reputation as a trusted and innovative trading partner.

7 As we celebrate SG60 this year, all officers of Singapore Customs should take pride in knowing that every progress we make, every initiative we champion, adds to the legacy of a prosperous and economically resilient Singapore. Together, we have not just witnessed history; we were and will continue to be part of it.

Celebrating Achievements and Advancing Excellence

8 Let us now look at some of the key work done and milestones achieved in 2024 that underscore our dedication to this year's WCO theme covering efficiency, security, and prosperity.

Efficiency

9 Under the ambit of efficiency, Singapore Customs has always been at the forefront of digitalisation and process optimisation. In 1989, we launched TradeNet, the world's

first nationwide electronic data interchange system for a seamless and integrated trade permit application. Over the past three decades, TradeNet has continued to serve us well, but we would continue to innovate. To set the stage for an even more seamless and efficient Government-to-Business experience by 2027, we have started the TradeNet Rebuild Project last year, alongside ongoing efforts to transform other customs processes and improve customers' service experience.

10 One of our facilitation measures is the change of the regulatory requirements for bulk aggregate imports via the Jurong Free Trade Zone in view of new business models. We had collaborated with industry players on an alternate conveyance mode via automated conveyor belts for the import of the bulk aggregate, saving the industry over a million truck journeys annually. Carbon emission is also significantly reduced, and companies enjoy increased operational efficiency with the facilitated import process.

11 We have invested in enhanced data-driven targeting capabilities and better enable "smart compliance" with the setup of the new Data Division, the Analysis and Targeting Branch and the Company Compliance and Audit Branch. These integrated efforts provide a holistic approach, delivering positive outcomes for all stakeholders which align with our commitment to making trade more accessible and efficient.

Security

12 In the area of security, our efforts to strengthen supply chain security and counter illicit trade have been commendable. Last year, we detected over 20,000 duty-unpaid tobacco cases, an increase from almost 15,000 in 2023. Beyond enforcement, we strengthened our regulatory framework by revising the Free Trade Zone regime and implementing enhanced oversight measures. With an enhanced FTZ regime, we are better able to safeguard Singapore's status as a trusted trading hub.

Prosperity

13 Under prosperity, Singapore Customs has also contributed to economic growth, both local and regional, through our various trade facilitation measures. For instance, in August 2024, the ASEAN Authorised Economic Operator Mutual Recognition Arrangement, which was led by Singapore, was implemented by ready ASEAN Member States. Such initiatives, coupled with our ongoing and proactive engagement with traders and stakeholders, have helped foster a collaborative environment that drives innovation and compliance.

The Customs Brand: A Refresh for the Future

14 Last year saw another pivotal milestone in our customs journey—reviewing our brand identity and introducing a refreshed identity this year. This is a bold declaration of who we are and what we aspire to be. Under our refreshed Vision and Mission, we reaffirm our roles as guardians of revenue, enablers of trade, and trusted partners in Singapore's economic growth. They highlight the dual responsibility we hold dear and the meaningful purpose of our existence.

15 Our tagline, "Ensuring Revenue. Enabling Trade" succinctly captures the essence of our work. It reflects our unwavering commitment to safeguarding the nation's financial interests while fostering a conducive environment for trade. Guided by our fundamental core values—Integrity, Commitment, Courage, Responsiveness and Teamwork—we are poised to navigate the challenges of a dynamic global landscape.

16 Since January 1st, 2025, we have been implementing this refreshed identity across all touchpoints, ensuring a cohesive and precise representation of who we are and what we stand for. This refreshed identity symbolises innovation, integrity, collaboration and impact. I encourage each of you to embody and champion these values as we move forward.

Looking Ahead: Our People and Our Commitments

17 As we enter 2025, we are presented with fresh opportunities to make a lasting impact. Our efforts to enhance data visibility, strengthen regulatory measures, and raise collaborative efforts among the trading community will be critical in maintaining our standing as a trusted global financial and trading hub. In the same vein, we need to build and sustain a future-ready workforce that is committed, competent, and innovative.

18 Moreover, we aim to showcase best practices and recognise outstanding efforts by awarding WCO Certificates of Merit to those who make significant contributions. This reinforces our alignment with the WCO's vision and our dedication to fostering a culture of excellence.

19 Today, we are presenting 11 officers with the WCO certificates and recognising over 200 colleagues for their excellent work across 15 different award categories. We have over 80 officers who will be receiving their Good Service Medal and Long Service Medal too.

20 Among the award-winning Team initiatives, the roll-out of the Customs Declaration Kiosks at the land and sea checkpoints is a good illustration of how we are making good progress in converging efficiency, security, and prosperity in our core functions – even as it marks yet another important milestone towards achieving our vision of “cashless” and “fuss-free” travellers’ experience at the checkpoints. This last-mile touchpoint for arriving travellers to declare and make tax payment further complements the Customs@SG web application. Together, they allow all arriving travellers to fulfil their tax obligations conveniently and on-the-go even as Customs ensures due revenue collection. Apart from the efficiency of cashless transactions, security is also strengthened as tax payments in this mode can be tallied directly against the digital payment gateways. I look forward to the roll-out of the Kiosks at the air checkpoints this year.

21 The exemplary hard work and dedication of these officers and Customs teams, and many more of you in the customs profession help fly our Singapore Customs flag high as we overcome challenge after challenge and seize opportunity after opportunity. I would like to say a big 'Thank You' to all of you.

A Call to Action

22 Ladies and gentlemen, the journey ahead is loaded with uncertainties and challenges. However, as one Singapore Customs, we have always risen to the occasion with resilience, innovation, and a shared sense of purpose.

23 I urge you to continue embracing the spirit of collaboration and excellence that has brought us this far. While we excel at what we do, let us strive to be truly exceptional. Together, we can deliver on our commitment to efficiency, security, and prosperity, ensuring Singapore remains a beacon of trust and innovation in the global trading community.

24 Thank you for your dedication and hard work. Let us make 2025 a year of growth, success, and meaningful impact. Here's to a thriving Singapore Customs and a prosperous future for all – Happy International Customs Day!

Thank you.

ANNEX B

Singapore Customs' Refreshed Brand Identity

Our Logo



SINGAPORE CUSTOMS

Our crest symbolises our twin functions both as a protector of revenue and a facilitator of trade. It consists of the State Arms which surmounts the caduceus. This is the symbol of trade and commerce and the two keys pointing upwards and outwards project the Department's aim to achieve higher levels of trade facilitation while ensuring revenue protection. A pair of golden fronds encloses and supports the State Arms, the caduceus and the keys. Beneath the fronds lies a red ribbon bearing the inscription "SINGAPORE CUSTOMS".

Mission

We protect revenue and facilitate trade for a thriving Singapore economy.

Vision

A leading customs authority in the world.

A partner of MOF in ensuring revenue as a core strength of Singapore's economy.

An enabler for Singapore's trade and status as a choice global trading hub.

A team of committed, competent and innovative professionals.

Tagline

Ensuring Revenue. Enabling Trade.

ANNEX C

WCO Message



Message from the World Customs Organization International Customs Day 2025

Embargo date: 24 January 2025, UTC 09.00

Customs Delivering on its Commitment to Efficiency, Security and Prosperity

On 26 January each year, WCO Member Customs administrations celebrate International Customs Day. This is a chance for them to honour the dedication of their respective staffs, educate the public on Customs' mission and role, and mobilize decision makers who can help ensure that they have the resources required to address challenges effectively and efficiently.

International Customs Day is also an opportunity for the WCO to highlight a specific area in which its Members are invited to act. This may be a topic of particular concern to societies around the world, or an approach identified as being key to advancing Customs' mission. The objectives in either case are the same: to promote the standards and guidelines created by the WCO along with the aspirations voiced by Members and to ensure that these standards and guidelines are translated into real-world practices.

This year, special focus is being placed on the need to turn commitments into tangible actions that advance trade facilitation, ensure security and foster sustainable economic growth as part of the WCO's theme for 2025: "Customs Delivering on its Commitment to Efficiency, Security and Prosperity". WCO Members are reminded of the direction that has been set at the WCO, and are invited to showcase the actions they have taken to build momentum as well as to share any measurable progress.

Efficiency, security and prosperity are permanent global aims, achieved through steadfast efforts to improve everything Customs does. Efficiency, in particular, is powered by the modernization of Customs procedures and the development of digital services, the promotion of data-driven operations and analytical tools, the use of inspection and monitoring devices, and cooperation and engagement with public and private entities. In the security realm, Customs' activities range from bolstering supply chain security to preventing the movement of illicit goods, combating money laundering, and enhancing crisis preparedness. The ultimate goal, prosperity, depends on

our ability to ensure fair revenue collection, foster innovation and entrepreneurship, support sustainable economic development, and create inclusive policies, procedures and environments that take into account the diverse needs of the citizens we serve.

While Customs works every day to further efficiency, improve security, and support prosperity, we need to demonstrate more visibly to our governments and society at large how we are taking action and delivering results. Reporting and accountability mechanisms are already in place in some countries. However, they are often aimed at a specialized audience, and Customs' achievements and their impact on social well-being are often not well understood by the public.

This year, we are embarking on a path that challenges us to communicate more and better, to tell the stories of the positive work Customs is doing and to remind ourselves of the fundamental drivers for our effort. When we tell these stories, we must be open and candid. The goals we are pursuing are large and complex, and the work to accomplish them must be understood to be ongoing. To describe our efforts effectively, we must blend data with an ability to tell compelling, people-centered stories. By weaving facts and narrative, we can better engage, influence, teach and inspire listeners.

I greatly appreciate your support and dedication in making International Customs Day a memorable occasion, and for promoting and acting upon our 2025 theme throughout the year. Let's ensure we use this year to help the world understand the role Customs plays in protecting and improving lives.

I wish you all a wonderful International Customs Day.

Ian Saunders

Secretary General

26 January 2025

ANNEX D

Profiles of Certificates & Awards Recipients

(A) World Customs Organisation (WCO) Certificate of Merit

BACKGROUND

- *Recognised for Contributions to “Customs Delivering on its Commitment to Efficiency, Security and Prosperity” (Theme for ICD 2025)*
- *Total of 11 Recipients*

1) Mdm Fauziah Bte Ab Sani, Assistant Head, International Relations Branch

“I am honoured to have been awarded this WCO Certificate of Merit in recognition of the progress we made in implementing this first regional ASEAN AEO MRA supply chain security initiative - amidst the diverse economic developments and varying AEO implementation readiness - on a pathfinder basis. We could not have reached this milestone without our local and ASEAN team members’ close collaboration in sharing their expertise or best practices, as well as seeking respective domestic agencies and private sector’s support, in order to achieve our desired outcome of enhancing intra-ASEAN trade and further strengthening economic development within ASEAN.

On the 7th JCMMP, putting it together for the regional customs middle managers was rewarding for Singapore Customs as in addition to acquiring new knowledge and expertise, we also provided them with the opportunity to bond and network through teambuilding activities, thus preparing them to be future-ready as they progress in their careers as leaders.”

Fauziah represents Singapore Customs as the Chair of the Sub-Working Group on ASEAN Authorised Economic Operator Mutual Recognition Arrangement (SWG-AAMRA). The AAMRA seeks to provide a predictable and transparent trading environment among ASEAN Member States (AMS) by ensuring that the certification standards applied by AMS’ customs administrations for their respective Authorised Economic Operator programmes are compatible with the principles and standards of the WCO SAFE Framework. Under Fauziah’s chairmanship, the SWG-AAMRA has successfully completed the first pathfinder pilot for six AMS; five of which have implemented the AAMRA. Full AAMRA implementation by all ten AMS is targeted to take place by end-2025.

Fauziah was also instrumental in organising the 7th Joint Customs Middle Management Programme (JCMMP), which was hosted in Singapore from 11-15 November 2024. The

7th JCMMP covered various themes such as Customs Reform and Modernisation, Digitalisation, Compliance and Enforcement, Supply Chain Security, Intellectual Property Rights Regimes, Effective Border Management and Customs-Business Partnerships. Participants also had the opportunity to engage senior Customs leaders from Australia, Brunei Darussalam, Cambodia, Indonesia, Japan, Myanmar, the Philippines, Singapore and Thailand. Participants provided the feedback that they found the programme useful and enriching.

2) Thanabalan s/o Iyyamalai, Team Leader, Land Checkpoints & Operations Branch

“I am truly honoured to be recognised as an awardee for two awards at this year’s International Customs Day, namely the WCO Certificate of Merit and Exemplary SkillsFuture @ Public Service Award. This reflects not only my personal commitment to advancing data-driven operations within Customs but also the collective efforts of my dedicated colleagues at the Land Checkpoints & Operations Branch. Together, we strive to enhance compliance and uphold the integrity of our revenue systems. This motivates me to continue leveraging technology and innovation to make a meaningful impact to our daily operations.”

In public service for 17 years, Balan is currently deployed as a Team Leader in the Land Section of Checkpoints Division, leading a team of 11 officers. He supervises the Team’s work and ensures operations and manpower deployment are carried out smoothly at both Woodlands and Tuas Checkpoints. Balan is an experienced supervisor and is especially strong in the areas of operations and enforcement, with a keen interest to upskill at the individual and team level in data analytics.

Balan has demonstrated his dedication to push for data-driven operations and the use of technologies. He led his team to analyse the Customs@SG web application and Customs Declaration kiosk declaration data at Land Checkpoints to identify trends which suggest possibility of tax evasion, as well as suppression in the value of goods. To boost his competency, Balan also signed up for the Data Champions bootcamp to learn and apply better efficient data analysis for such detection and deterrence efforts.

Over the years, Balan readily shares his knowledge with his fellow officers, and provides guidance when needed. He has built up good working relationships with his counterparts to effectively achieve a better outcome for all. Balan is a knowledgeable, dedicated and dependable officer who commands trust, respect and support from peers and ground officers from across Singapore Customs.

3) Chan Chee Meng, Eric, Deputy Head, Suppression & Community Engagement Branch

“I am honoured and thankful to be awarded the WCO Certificate of Merit. I am also thankful to my fellow colleagues for their support and guidance. Receiving this accolade provides a form of recognition and will spur me on to achieve greater results.”

Since joining the Suppression & Community Engagement Branch (SCEB) on 1 Oct 2020, Eric has effectively led his teams in enforcement against street peddling of duty-unpaid cigarettes (DUC) and duty-unpaid liquor activities.

Eric has also established good working relationships with other Branches of the Intelligence & Investigation (I&I) Division and external agencies such as ICA and SPF to launch joint operations to suppress and deter DUC activities.

In addition to leading the operations, Eric also led work improvement teams to review and improve the efficiency of handling of DUC offenders. Eric had also collaborated with the Data Division to develop a geospatial dashboard to identify new hotspots to improve daily deployment.

In addition to his operational duties, Eric is also a trainer for I&I Division where he guides and assimilates new officers to SCEB’s work. For his commitment and dedication to training, Eric achieved Best Trainer Award for FY 2023. The results demonstrated his commitment in pursuing the Department’s mission in protecting Customs revenue.

4) Ms Chia Siew Lian, Belva, Assistant Head, Permits Compliance Branch

“I am honoured to receive this WCO Certificate of Merit award and would like to extend my heartfelt thanks to all my colleagues in PCB as well as everyone in Customs to make this possible. Together with my unit in PCB, we play the key role in ensuring that our traders comply with advance export declaration requirements to ensure Singapore’s supply chain security as a secure and trusted international trade hub. Thank you again for recognising my contributions and inspiring me to continue to do my best for Singapore Customs.”

Belva is in charge of the Advance Export Declaration (AED) Unit, ensuring traders submit accurate export declarations prior to the export of goods. The post-clearance checks involve approximately 300,000 export declarations every month. To allow Singapore Customs to take timely and effective compliance actions against errant traders and reduce the compliance burden on compliant traders, Belva continually explores using data and technology to improve the way AED Unit conducts its post-clearance checks.

Belva had reviewed and improved the procedures for post-clearance checks on containerised exports, by tapping on new data sources to conduct the checks in the

following month, instead of 2.5 months later. This has reduced the compliance burden on traders as they can readily retrieve the necessary supporting documents from their in-house systems and officers can save up to 3 working days of data cleansing and matching.

Belva's efforts in harnessing data and technology have helped to streamline AED Unit's processes and resulted in more effective and targeted compliance checks.

(B) Customs Awards

BACKGROUND

- *Recognises commendable achievements and outstanding efforts by teams and officers in supporting Customs' Mission, Vision and values in their various roles.*

1) Galen Wong, Assistant Head, Schemes & License Management Branch

- Team Lead for **Regulatory Excellence Award**: *"Streamline Secure Trade Partnership (STP) Certification Assessment and Regulatory Framework"*

"In successfully streamlining trade processes while upholding supply chain security, this initiative is another demonstration of Singapore Customs' ongoing commitment to our stakeholders to facilitate trade. The Team is proud that we are doing our part to fuel our nation's economic vitality and uphold Singapore's competitive edge in the global marketplace."

Galen and his Team successfully streamlined the Secure Trade Partnership (STP) renewal certification into a new self-assessment framework - based on a simplified STP Checklist with a reduction of more than 50% of the previous criteria, and focusing on critical security aspects. This significantly reduces the administrative load on companies and empowers them to take more responsibility for their compliance while maintaining credible supply chain security standards.

An industry outreach involving 97 STP-certified companies was conducted to ensure the policy objectives aligned with industry needs and incorporated feedback into the final recommendation. The requirement for endorsement by an ACRA-listed director ensures accountability at the highest levels of certified companies. This approach fosters a culture of compliance and self-regulation within the trading community, aligning with Singapore's reputation for corporate governance excellence.

Singapore Customs' commitment to conducting periodic audits maintains the integrity of the STP certification process. This risk-based approach allows for efficient allocation of

regulatory resources while ensuring continued adherence to international supply chain security standards. Notably, the streamlined process is estimated to save 223 man-days for companies and 156 man-days for Singapore Customs annually.

More background on the STP can be read at this link: [Secure Trade Partnership \(STP\) & STP-Plus](#)

2a) Chung Ling Hao, Team Leader, Sea Checkpoints Branch

2b) Ms Siti Nurhalizah Binte Noordin, Team Leader, Land Checkpoints & Operations Branch

2c) Lim Wei Shen, Noel, Senior Officer, Air Checkpoints Branch

- Team Members for **Customs Transformation Award**: *“Fully Cashless Payment at Air, Land, and Sea Checkpoints”*

“The implementation of the new Customs Declaration Kiosks in 2024 is a key complement to the Customs@SG web application in our goal of providing a “cashless” and “fuss free” experience for travellers in their tax declarations and payments at the checkpoints. We are proud to have achieved this milestone in our checkpoint clearance operations.”

Within Checkpoints Division (CPD), Ling Hao, Nurhalizah, Noel and their Teams successfully saw through the rollout of Customs Declaration Kiosks at the land and sea checkpoints for arriving travellers to declare and make tax payment on arrival. This last-mile touchpoint further complements the Customs@SG web application declaration facility which allows travellers to fulfil their tax obligations prior to arrival and on-the-go. Such initiatives are in line with achieving our vision for a “cashless” and “fuss-free” travellers’ experience in our clearance processes.

All arriving travellers are required to make a declaration to Customs on their overseas purchases in excess of their duty-free concession and/or GST import relief, where applicable. Previously, travellers would visit the Customs Duty Office (DO) at respective checkpoints to make a tax declaration/payment, and some would make cash payment. This is not ideal as time spent handling these manual transactions at Customs DO also involved resources devoted to handling the cash collection. By nudging travellers towards going digital and fully cashless, the Kiosks and Customs@SG web application work in tandem to make it more convenient for travellers to fulfil their tax obligations. These initiatives further strengthen corporate governance transparency and traceability of all payment transactions - as the tax payments made in cashless mode are tallied directly against the digital payment gateways.

Customs' continual efforts to promote and enhance the adoption of digital payments have thus helped to further shape travellers' behaviours, laying a strong foundation for a fully digitised, efficient and user-centric Customs experience.

The extent of collaboration in this initiative is also comprehensive, involving a wide range of stakeholders from government – including the Immigration & Checkpoints Authority (ICA) - and private sectors. This collaborative approach ensures that the cashless initiative aligns and gains widespread awareness and acceptance. By focusing on longer term impacts and outcomes, and fostering extensive collaboration, the initiative is well-positioned to deliver longer-term benefits and evolve with changing needs and technologies.

ANNEX E

Photographs



Mr Tan Hung Hooi, Director-General of Singapore Customs, highlighted the pivotal role of Customs in nation-building.



Mr Tan with this year's recipients of the World Customs Organisation (WCO) Certificate of Merit



Senior Assistant Director-General (Trade), Mr Lee Boon Chong (fourth from left), presented the Customs Transformation Award: *“Fully Cashless Payment at Air, Land, and Sea Checkpoints”* to the team from Checkpoints Division.



A hologram of Singapore Customs' refreshed logo and tagline, "Ensuring Revenue. Enabling Trade." shown at the ICD 2025 celebration ceremony.