

**SINGAPORE ANCHORS ITS STATUS AS GLOBAL LOGISTICS HUB
BY HARNESSING INFORMATION TECHNOLOGY**

Integrated IT platform to make trade information flows more efficient

An integrated IT platform that manages the flow of trade-related information is set to make Singapore more competitive as a world class port and logistics hub. This platform will enable exchange of information between shippers, freight forwarders, carriers and financial institutions to facilitate the flow of goods within, through and out of Singapore. Revealing this today at the opening of the Infocomm Media Business Exchange 2004 was Dr LEE Boon Yang, Singapore's Minister for Information, Communications and the Arts.

2 "Providing a single web interface for all trade-related IT systems, this integrated platform will help logistics players cut down on multiple data entry steps," said Dr LEE Boon Yang. "This means less duplication of manual efforts and reduction in human errors which will ultimately improve efficiency and time to market. The net effect is increased competitiveness for the logistics industry."

3 This integrated platform will automate the creation and exchange of commercial and regulatory documentation necessary for trade. The government will invest up to S\$50 million over five years to develop the platform, which will cover project development expenditure, assistance for industry adoption and other project costs. Existing IT systems such as TradeNet, PortNet, Jurong Port Online, Marinet and the Cargo Community Network which have served the trade and logistics communities well for the past 20 years, will be integrated with the platform. When launched in end 2006, the integrated platform will become the gateway to the new TradeNet system for trade permit applications. Such integration will enhance process and information flow in the entire trade and logistics community which will contribute to improving overall competitiveness of the sector.

4 A study conducted by The Logistics Institute-Asia Pacific estimates that such an integrated platform can potentially save businesses more than S\$700 million over a 20-year period when mass adoption is achieved. The study also concludes that an additional S\$4 billion over a 20-year period can be potentially generated from new logistics value-added services created around the platform. Examples of such services include reverse logistics, regional distribution and multi-country consolidation hubs. For the logistics sector, this represents new business opportunities and another avenue to enhance its competitive position.

5 An Inter-Agency Steering Committee has been formed to oversee the development, implementation and adoption of the services offered under the integrated platform. A tender exercise will be conducted to shortlist qualified vendors for the development of the platform. This will spin off many opportunities for IT solutions providers to build new and innovative technology capabilities.

6 A User Council, led by the Singapore Economic Development Board (EDB), will be set up to engage the industry throughout the project. This continuous dialogue will ensure the relevance of the integrated platform in meeting industry needs. Members of the User Council will comprise representatives from key user segments such as shippers, carriers, logistics service providers, banks and financial institutions, ports, critical systems, and industry associations.

7 Please refer to the annex on what some users have to say about the integrated trade and logistics IT platform.

**JOINTLY ISSUED BY INFOCOMM DEVELOPMENT AUTHORITY OF SINGAPORE,
SINGAPORE CUSTOMS, SINGAPORE ECONOMIC DEVELOPMENT BOARD**

ANNEX

Some industry views....

"As a partner in this initiative, we can further leverage on real-time information exchange amongst the port authorities, the logistics providers and suppliers to better serve our customers around the world. At HP, we believe that through real-time efficient demand and supply matching we can provide our customers and partners with a positive experience through accurate delivery dates, better inventory management and enhance value creation across the supply chain."

- Jimmy Khoo, Director, Logistics Asia Pacific, Hewlett Packard

"BAX Global sees the Singapore government's initiative as a truly integrated solution that will closer align the respective public and private sector organizations, to offer an even more seamless and efficient transportation product. Besides helping us to reduce further 'time to market' for our customers, this integrated platform will assist us to improve real-time visibility of goods movement throughout the entire supply chain.

This will raise further the level of Bax Global's operational efficiency in Singapore, and in turn allow us to provide an even better logistics solution to meet our customers' regional operation requirements."

- Bob Quirk, General Manager, Logistics Development Asia Pacific, Bax Global

"This initiative is a fitting response to the industry's need for an integrated IT platform that will improve the efficiency of trade and logistics activities in Singapore. I believe it can bring about a quantum leap in Singapore's competitiveness and strengthen its position as the region's logistics and ICT hub"

- Wong Kok Siew, Deputy Chairman and CEO, Sembcorp Industries Ltd