

Dialogue Session with Licensees and Scheme Holders

Session I: 26 Aug 2013, 10am – 12pm
Session II: 26 Aug 2013, 2.30pm – 4.30pm
Session III: 27 Aug 2013, 10am – 12.30pm





Agenda

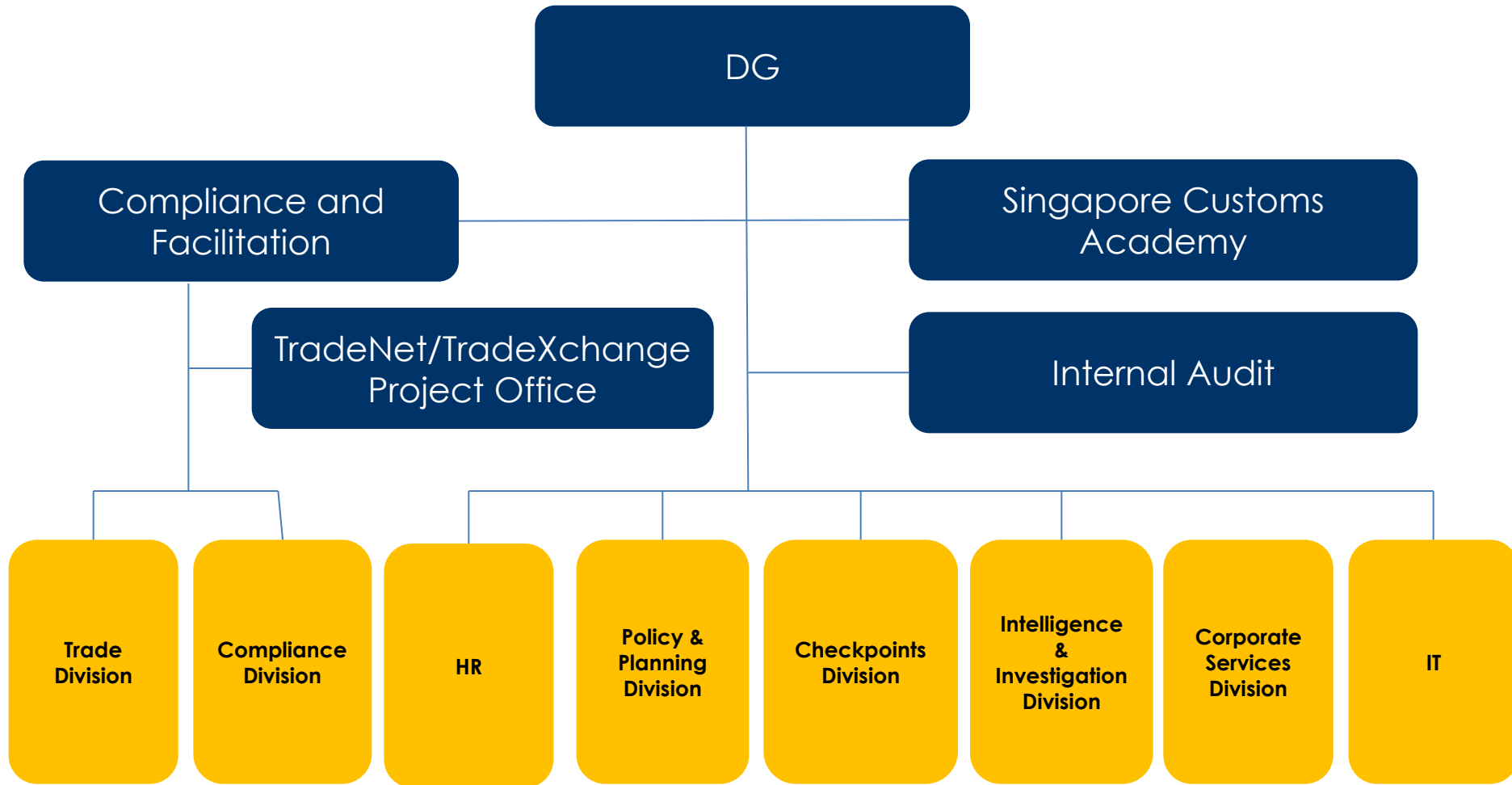
1. Re-organisation
2. Updates to TradeFIRST
3. Compliance Best Practices
4. Sharing on TradeXchange®
5. Customer Experience Study 2013
6. Q&A session
7. Tea Break
8. Updates to Strategic Trade Scheme (STS) Regime
(Only covered in Session III)



Re-organization



> SC's Organization Chart





Formation of Schemes & Engagement Branch (SEB)

With effect
from 1 Jul
2013

- Merger of two branches, formally known as Schemes & Licensing Branch (SLB) and Client Relations Branch (CRB)
 - Transfer of audit function from Trade to Compliance
 - Traders-friendly, business-centric approach
 - Increase engagement activities and strengthen partnerships with the trading community



> Customer Engagement

- Dedicated Account Managers (AMs)
 - Single contact point
 - Regular meet-up and contact
 - Sharing (business trends, opportunities)
 - Analysis of Traders' feedback
 - Review of schemes; Co-create solutions
 - Understanding industries/companies



> Industry Clusters

- Retail & other consumer goods
- Food & Flavourings
- Liquor & Tobacco

General Consumer Goods

- Automotive
- Fine Art

Lifestyle Products & Services

- Electronics
- Precision Engineering
- Marine & Offshore Engineering
- MRO

Electronics & Engineering

- Biotechnology
- Medical Technology

Pharmaceutical

- Chemicals
- CNG
- Natural resources
- Petroleum

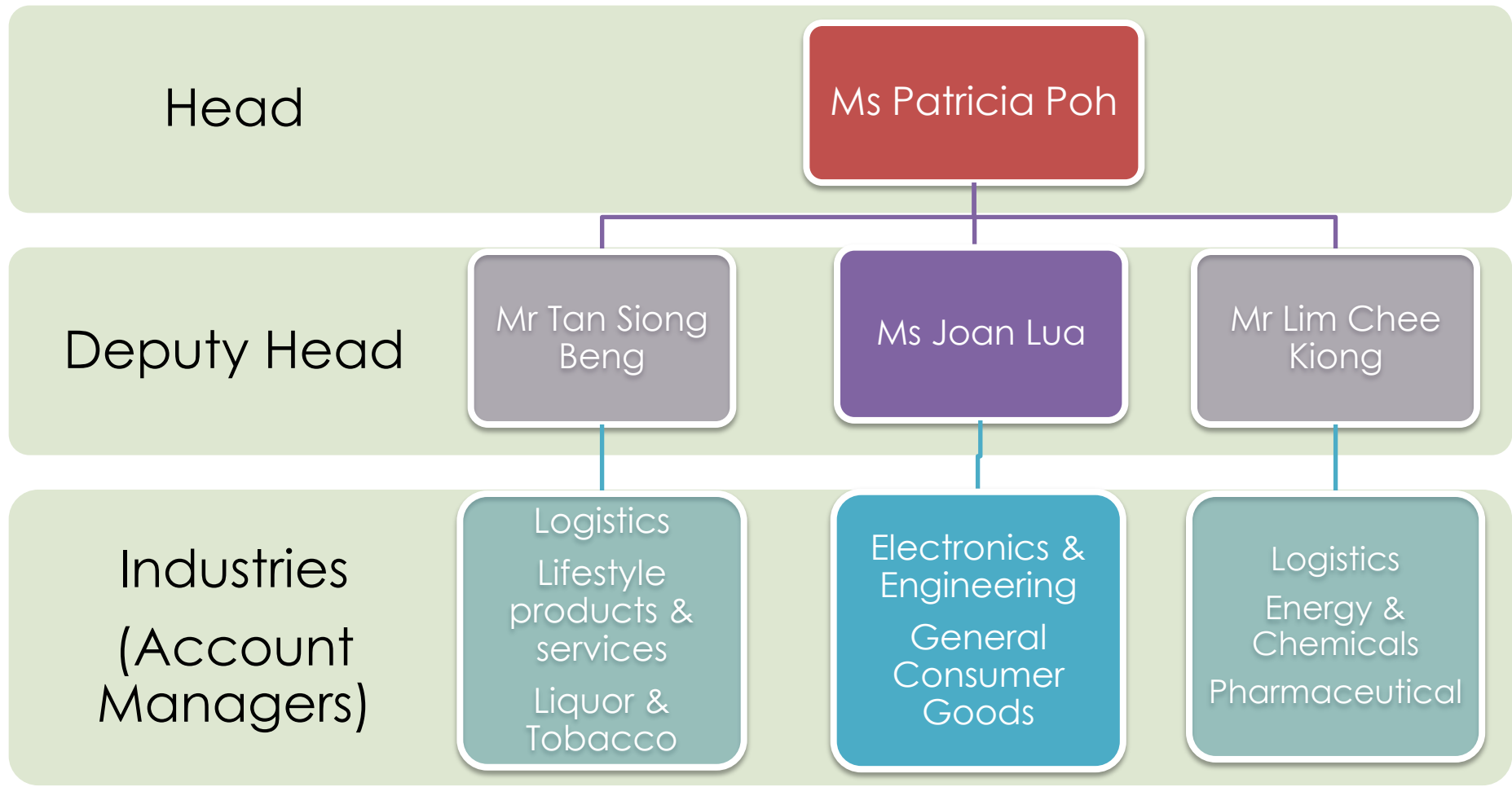
Energy & Chemicals

- Safety & Security
- Service Warehouse/Freight Forwarders/3PL
- AEC
- Aviation
- Maritime

Logistics



> SEB's Organization Chart





How am I affected by the re-organization?

Everything remains the same. The only change is, there might be a change in your Account Manager.



Singapore Customs

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