



SINGAPORE CUSTOMS 新加坡关税局 **CASTAM SINGAPURA** சிங்கப்பூர் சுங்கத்துறை

MEDIA RELEASE

11 April 2013

Singapore Customs unveils refreshed strategic plan to strengthen trade connectivity to enhance national economic competitiveness

Singapore Customs unveiled its refreshed strategic plan, Customs 2015 *Plus*, at its Workplan Seminar today.

To take into account significant developments in the operating environment and to address new challenges and opportunities, Singapore Customs embarked on an exercise in 2011 to refresh its present strategic plan, Customs 2015, which was launched in 2010. The plan sets out Singapore Customs' perspectives on the external environment and its strategic direction till 2015.

The refreshed strategic blueprint, Customs 2015 *Plus*, aims to strengthen trade connectivity to enhance Singapore's economic competitiveness.

Minister of State for Finance and Transport Mrs Josephine Teo officiated at the Workplan Seminar – themed “Partner of Business, Guardian of Trade” – and launched Customs 2015 *Plus*.

Customs 2015 *Plus*

There are four strategic thrusts in Customs 2015 *Plus*.

Vision:
A leading customs that advances
Singapore's economy by assuring the integrity of
the trading system

Goal: Strengthen trade connectivity to enhance Singapore's economic competitiveness

Strategic thrusts and strategies:

Shape a trading environment of high trust

- Enhance regulatory oversight of the trading system
- Strengthen self-compliance
- Foster international cooperation to ensure supply chain security

Inject greater vibrancy to the trading environment

- Boost business productivity
- Foster cross-border initiatives to connect trade
- Build deeper business insights, and partnerships with other agencies and businesses

Be a catalyst of international trade connectivity

- Drive ASEAN Customs integration
- Lead Customs negotiations in regional FTAs
- Exert thought leadership at international fora

Develop future-ready Customs officers

- Sharpen acumen in designing customer insights-driven solutions
- Enhance capabilities in integrating across structures
- Develop a people-centric organisation

New programmes (examples): * Enable and induce businesses to be self-compliant * Form trading community watch group * Develop smarter targeting * Reinvent TradeNet® and enhance TradeXchange® * Achieve 100% paperless clearance * Implement integrated customs processes between ASEAN countries * Develop regional reach of Singapore Customs Academy * Enrich the lives of our officers through work-life harmony

The first strategic thrust is to **shape a trading environment of high trust**. As global supply chains continue to evolve at a fast pace, a trusted trading environment enables trade to take place swiftly and with less interruption.

Singapore Customs will focus on enhancing regulatory oversight of the trading system, strengthening self-compliance, and fostering international cooperation to ensure supply chain security, to continue to protect the integrity of the trading system.

The second strategic thrust involves **injecting greater vibrancy to the trading environment**. The creation of a trading environment that allows trade to thrive and flourish is important against the current global economic backdrop of shifting global powers and the rise of Asia. Boosting business productivity, fostering cross-border initiatives to connect trade, and building deeper partnerships with other agencies and businesses will be key towards achieving this strategic thrust.

Being a catalyst of international trade connectivity is the third strategic thrust. Singapore Customs recognises its role as an integral player within the international customs community. Therefore, it aims to further develop its prominence on the global stage through a greater degree of influence in international and regional customs initiatives. These include driving ASEAN customs integration, leading customs negotiations in regional free trade agreements, and exerting thought leadership at international fora.

Developing future-ready customs officers is essential in preparing for a future where the trading environment and business requirements become more multifaceted and where Singapore Customs has to co-create solutions with its stakeholders and customers.

Through sharpening acumen in designing customer insights-driven solutions, enhancing capabilities in integrating across structures, and developing a people-centric organisation, Singapore Customs aims to equip its officers with the competencies to navigate a more dynamic and complex future.

"Apart from being a strategic blueprint, Customs 2015 *Plus* also symbolises our resolve to work towards being a Partner of Business and Guardian of Trade," said Mr Fong.

"We are mindful that the environment in which we operate will be ever-changing. Singapore Customs will continue to work with our stakeholders and partners to explore new ideas and ways to prepare for the challenges ahead, as well as to make the most of opportunities as they arise," said Mr Fong.

About 250 representatives from local and foreign multinational corporations, small and medium-sized enterprises, business associations, and partner agencies attended the Singapore Customs Workplan Seminar. Members of the Customs Advisory Council, comprising senior-level representatives from trade associations and key industry players, also attended the event.

This is the first time that Singapore Customs has invited its stakeholders from the private and public sectors to attend its Workplan Seminar. This is an annual event through which Singapore Customs shares the organisation's strategies and plans for the upcoming financial year with its key stakeholders and staff.

Following the unveiling of Customs 2015 *Plus*, the guests also participated in three breakout sessions on key trade topics. They engaged Singapore Customs management and staff on the latest developments in free trade agreements, strategic goods control, and mutual recognition arrangements and the Secure Trade Partnership.

#