Advancing Standardisation Needs in Singapore’s Service Economy

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Outline

- Overview of SPRING Singapore
- Singapore’s Service Standardisation Approach
- Service Standardisation Focus Areas - Initiatives & Examples
Overview of SPRING Singapore
SPRING: A Part of the Ministry of Trade & Industry

MTI’s Mission:
To promote economic growth and create good jobs, to enable Singaporeans to improve their lives

- Promote industry and enterprise development and build trust in Singapore’s products & services
- Promote and develop Sentosa Island
- Promote international trade and globalisation of Singapore-based enterprises
- Regulate anti-competitive activities
- Promote and develop tourism industry
- Ensure supply of industrial facilities and industrial space
- Industry development and foreign investment attraction
- Promote a competitive and reliable energy industry
- Develop Singapore’s research capabilities
- MTI’s Mission: To promote economic growth and create good jobs, to enable Singaporeans to improve their lives
- SPRING: A Part of the Ministry of Trade & Industry
Singapore’s Quality & Excellence Framework

Outcomes

Quality Products & Services
Excellent Organisations
Market Access
Health, Safety & Environment

Key Pillars

Standards
- Int’l & SG Standards*
- Business & Service Excellence Standards*
- Measurement Standards

Conformance
- Accreditation*
- Certification
- Testing & Inspection
- Calibration

Regulations
- Consumer Protection Acts*
- Weight & Measures Act*
- Requirements by other regulators

*managed by SPRING SG
Focus Areas of Standardisation

Industry-Specific
- Biomedical
- Building & Construction
- Chemicals
- Electrical & Electronic

Services
- About 100 SG standards developed supporting the services sector

Broad-based
- Energy
- Environment
- Management Systems
- Silver Industry

Next 3 years
- About 100 SG standards developed supporting the services sector

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SINGAPORE’S SERVICE STANDARDISATION APPROACH
Major contributor to the economy
- 70.4% of GDP\(^1\) and employ up to 2.59m workers\(^2\)

% Breakdown of GDP

- Manufacturing (18.4%)
- Construction (5.1%)
- Others (6.1%)
- Services (70.4%)

% Breakdown of the Services Sector

- Wholesale & Retail Trade (17.5%)
- Finance & Insurance (12.5%)
- Other Service Industries (11.5%)
- Transportation & Storage (6.9%)
- Infocomms (4.0%)
- Accommodation & Food Services (2.2%)

Sources:
\(^1\)MTI Economic Survey, 2014
\(^2\)Manpower Statistics, 2014
Opportunities to Increase Standardisation in the Services Sector

Meet increasing requirements for quality, operational and supply chain efficiency, transparency, interoperability, security, privacy and safety requirements

Raise productivity and address rising business costs

Support adoption new business models/innovations/technologies
*E.g. omni-channel retailing, universal e-payment system*

Enhance participation of SMEs in the development of standards

Increase awareness of value and adoption of available standards

- Standardisation approach can be more deliberate to address industry needs
- In recent years, some positive trends in the use of standards
Focus Areas for Service Standardisation

Focus Area 1

*Proactive engagement of stakeholders* to understand their needs and address national priorities

Focus Area 2

*Raise awareness and adoption* of standards by SMEs
Key Functions of a Service Organisation

Examples of Standards

- **Management system standards** ensure trust and confidence in products & services

- **Cold-chain specification standards** increase freshness and reduce wastage of food

- **Singapore Code of Advertising Practice** protects consumers from misleading advertisements

- **Testing standard for fineness and marking of precious metals** raises confidence in jewelry industry

- **Management consultancy guidelines standards** ensure minimum service quality of consultancy services

- **Performance maintenance standards on solar photovoltaic panels** ensure safety and reliability
FOCUS AREA 1: PROACTIVE ENGAGEMENT OF STAKEHOLDERS
Initiative to Engage Stakeholders

Set-up Protem Standards Committee for Services
Comprises C-suite members from SME leaders, industry associations, technology providers, government agencies, academia and consumer groups to represent multi stakeholder interests

- **Food**
  - Potential standards
    - Shared services - e.g. centralised dishwashing
    - Logistics challenges - e.g. standardised storage pallet sizes to increase delivery efficiency

- **Hotel**
  - Potential standards
    - Hotel infrastructure & design e.g. width of pathways for automated guided vehicle use
    - Interoperability of back-end technology – e.g. RFID chips in hotel equipment

- **Retail**
  - Potential standards
    - Secure & convenient e-commerce platforms
    - New business models (e.g. omni-channel retailing)

- **Proactive identification and prioritisation** of key standards (broad-based & industry-specific) that meet the needs of industry
- **Facilitated discussions for better stakeholder engagement**
Example 1: Building Trust in Singapore Jewellery Industry - Standard for Fineness & Marking of Precious Metals

Transforming the Jewellery Industry

- **Worked with industry & consumer bodies** – Singapore Jewellers’ Association (SJA) and the Consumer Association of Singapore (CASE)
- Part of CASE Trust Certification Scheme – which impacts up to 360 SJA members

Impact on Industry & Consumers

- **Raise consumers’ confidence and trust** in the SG’s jewellery industry (worth S$50b in 2013 with growth of 10-15% annually)
- **28 SJA members with a total of 149 outlets** will join the scheme by end of 2015
Example 2: Transforming the Bunkering Industry
- Close collaboration with the Maritime Port Authority (MPA) & Industry

Growing SG bunkering industry

- Worked closely with MPA & Industry to develop:
  - Standards for management system and surveying & transfer procedures for bunker fuel
  - Accredited calibration, inspection and certification facilities
- CAGR (2000-2013) of 6.5% - 42.7m tonnes of bunker fuel sold in 2013

Strengthening SG as a global bunkering hub

- Mass flow meter standard (1st in the world):
  - 25% improvement in bunker operation efficiency (up to 3 hrs reduction in fuelling time) for bunker operators & suppliers
  - Potential increase in productivity for bunker industry - estimated increase in capacity of 7m tonnes/year (additional S$5 billion)
- Enhances growth, trust & transparency
FOCUS AREA 2: RAISE SME AWARENESS & ADOPTION
Initiatives to Raise SME Awareness & Adoption of Standards

- **Awareness**
  - Training Workshops/Consultations
  - Publications/Media
  - Events (e.g. Conferences, Standards Launches, Seminars)
  - Working with Industry Bodies

- **Adoption**
  - Government Incentives Schemes

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Example: Successful SME Adoption of Standards  - iT-Bio Pte Ltd

iT-Bio is a leading provider of biometric solutions, e.g. e-fingerprint systems, facial recognition

Need to make solutions more secure and inter-operable with disparate computer applications and systems for data exchange

Adopted ISO/IEC 19794 on biometric data interchange standards

Stepping stone to greater market share nationally & globally; support expansion plans into Asia

“Adhering to standards has increased market access for us … our clients are more willing to trust us to supply our solutions through their global supply chain…”

– Mr Victor Chia, Director
Conclusion

Outcomes

- Quality Products & Services
- Excellent Organisations
- Market Access
- Health, Safety & Environment

Focus Areas for Service Standardisation

- Proactive engagement of stakeholders
- Raise SME awareness & adoption
Thank you!