Advancing Standardisation Needs in Singapore's Service Economy

Presented by

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ANSI
WORLD
STANDARDS
WEEK
2015

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Part of the **World Standards Week 2015** series of events

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
MINISTRY OF TRADE
AND INDUSTRY
SINGAPORE

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

Promote and
develop Sentosa
Island

Promote international trade and
globalisation of Singapore-
based enterprises

Ensure supply of
industrial facilities
and industrial
space

Industry
development and
foreign investment
attraction

Promote a
competitive and
reliable energy
industry

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sentosa

EDB
singapore

a
A★STAR

jtc
Corporation

CCS Competition
Commission
SINGAPORE

ie
Singapore

Singapore
TOURISM
BOARD

ENERGY
MARKET
AUTHORITY

Regulate anti-
competitive
activities

Develop Singapore's
research capabilities

Promote industry &
enterprise development
and build trust in
Singapore's products &
services

Promote and develop
tourism industry

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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

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Focus Areas of Standardisation

Industry-Specific

- **Biomedical**
- **Building & Construction**
- **Chemicals**
- **Electrical & Electronic**
- **Food**
- **General Engineering & Safety**
- **Information Technology**
- **Manufacturing**

Broad-based

- **Energy**
- **Environment**
- **Management Systems**
- **Silver Industry**

Next 3 years

Services

About **100 SG standards** developed supporting the services sector

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SINGAPORE'S SERVICE STANDARDISATION APPROACH

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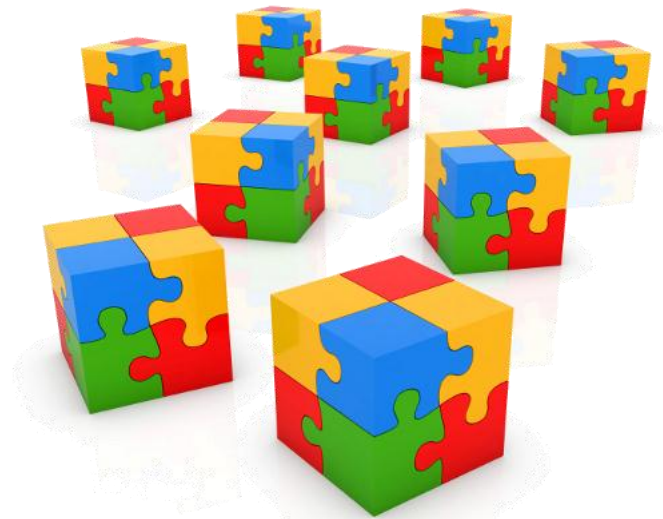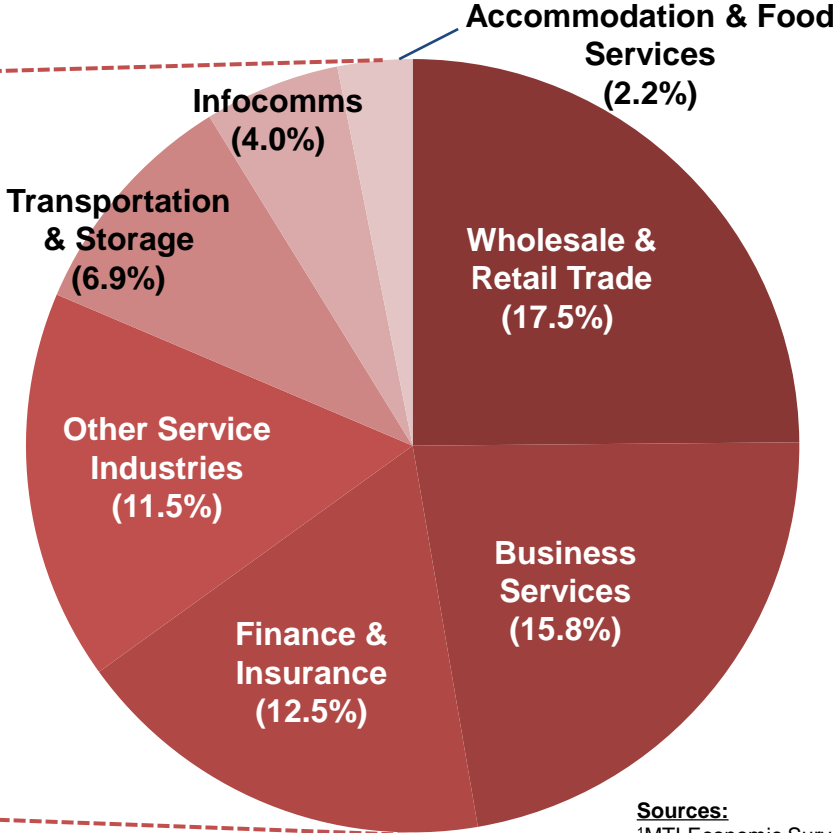
Overview of Services Sector in Singapore

Major contributor to the economy
- 70.4% of GDP[1] and employ up to 2.59m workers[2]

% Breakdown of GDP
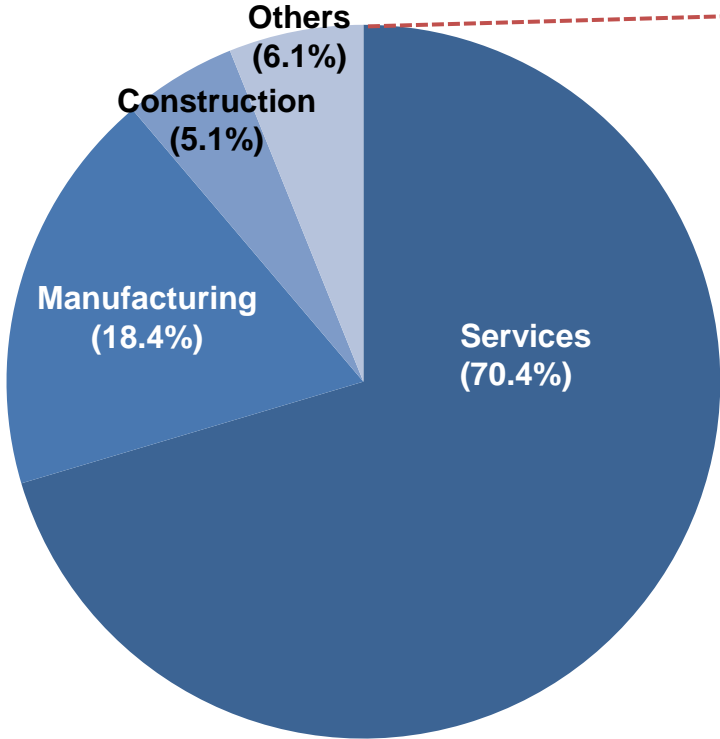
% Breakdown of the Services Sector

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

Accommodation & Food Services (2.2%)
Infocomms (4.0%)
Transportation & Storage (6.9%)
Wholesale & Retail Trade (17.5%)
Other Service Industries (11.5%)
Business Services (15.8%)
Finance & Insurance (12.5%)

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# 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*
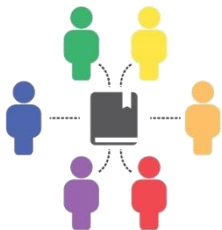
Enhance participation of SMEs in the development of standards

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

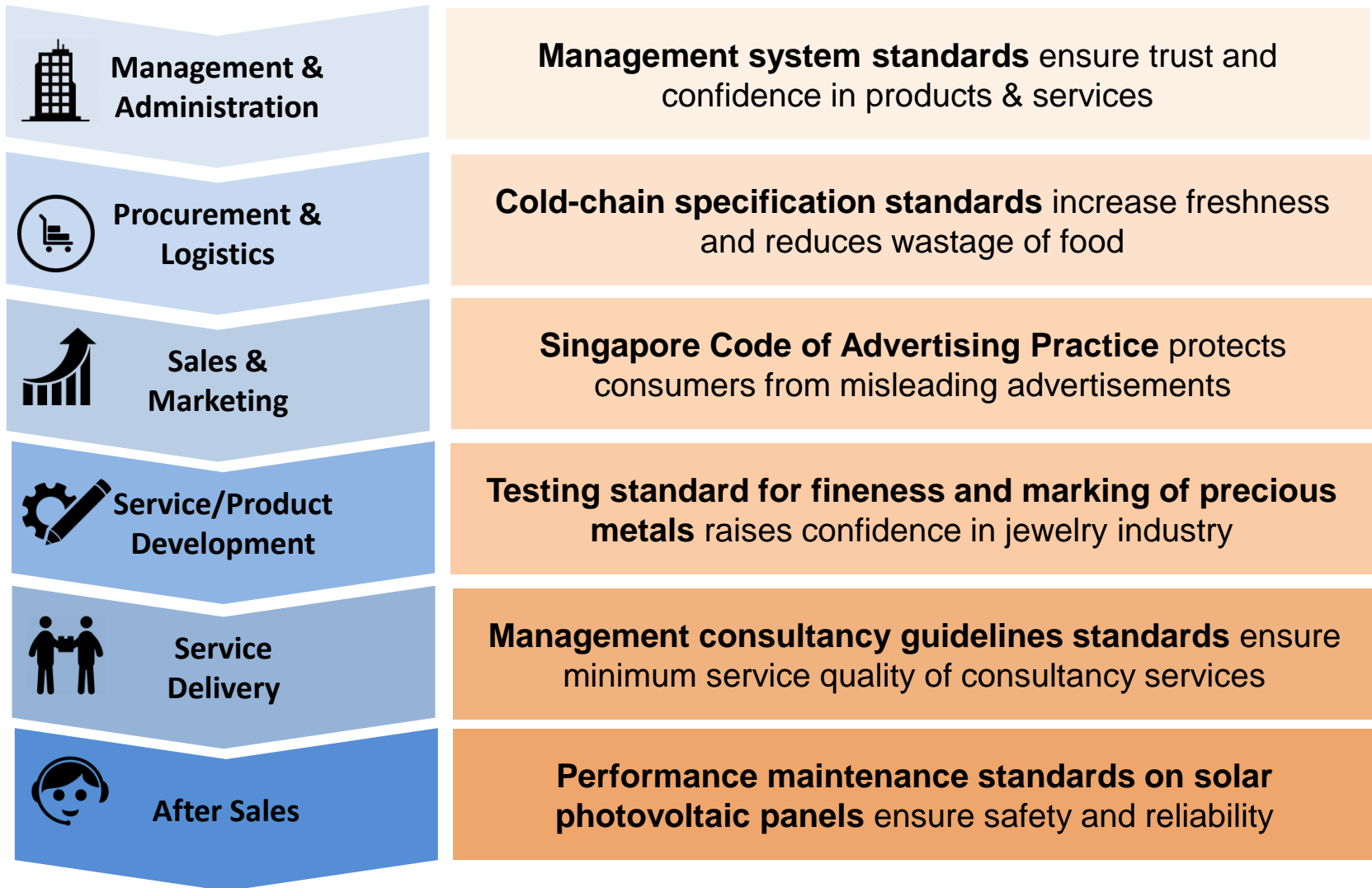***Proactive engagement of stakeholders*** to understand their needs and address national priorities

Focus Area 2

Raise awareness and adoption of standards by SMEs

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Key Functions of a Service Organisation

Examples of Standards

Function	Example Standard
Management & Administration	**Management system standards** ensure trust and confidence in products & services
Procurement & Logistics	**Cold-chain specification standards** increase freshness and reduces wastage of food
Sales & Marketing	**Singapore Code of Advertising Practice** protects consumers from misleading advertisements
Service/Product Development	**Testing standard for fineness and marking of precious metals** raises confidence in jewelry industry
Service Delivery	**Management consultancy guidelines standards** ensure minimum service quality of consultancy services
After Sales	**Performance maintenance standards on solar photovoltaic panels** ensure safety and reliability

FOCUS AREA 1:PROACTIVE ENGAGEMENT OF STAKEHOLDERS
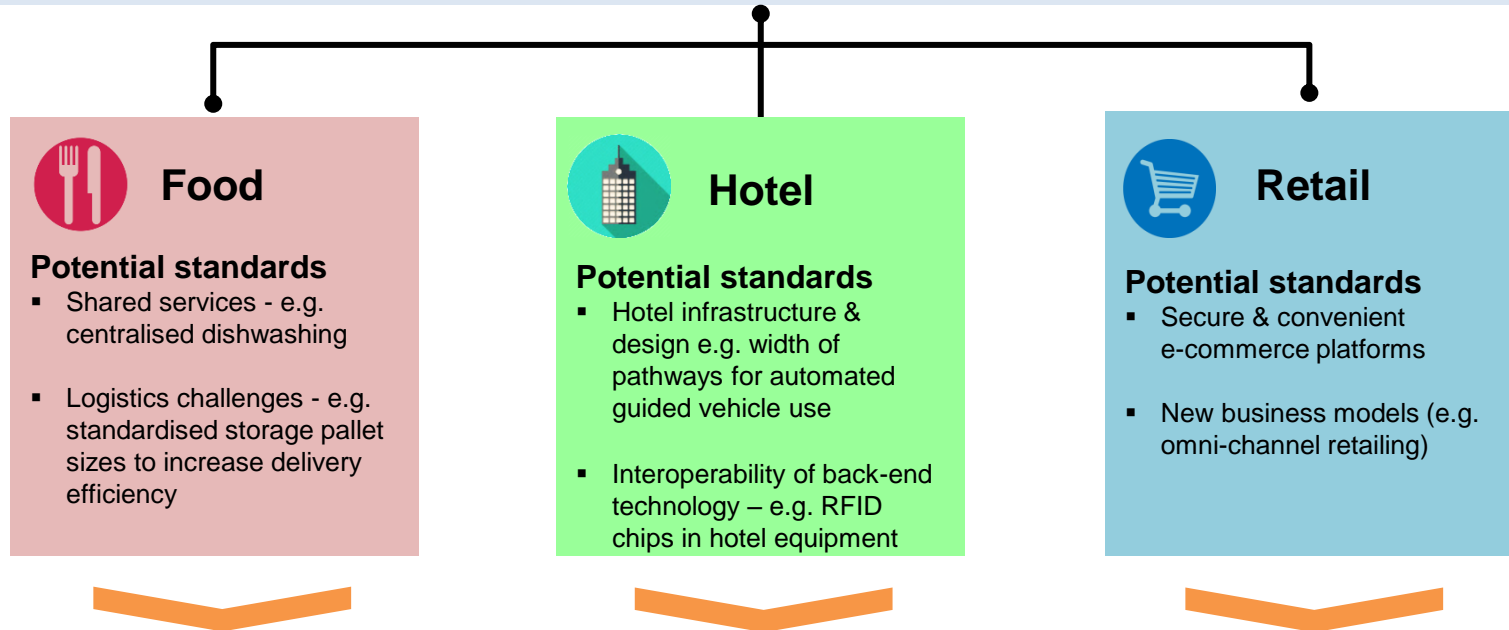
Initiative to Engage Stakeholders

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**

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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**

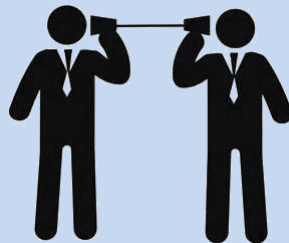# FOCUS AREA 2: RAISE SME AWARENESS & ADOPTION

Initiatives to Raise SME Awareness & Adoption of Standards

Publications/Media

Awareness

Adoption

Training Workshops/Consultations

Working with Industry Bodies

Events

(e.g. Conferences, Standards Launches, Seminars)

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

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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

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Thank you!

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