# insync

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### inSIGHT

#### SUPPORTING ENTERPRISE, FACILITATING BUSINESSES

As the guardian of the country's trade, Singapore Customs is charged with assuring the integrity of Singapore's external trading system through regulation. But the objective of regulation is precisely to facilitate trade, not suffocate it with red tape.

The pro-enterprise bent of our regulatory role is evident in two new schemes introduced on 1 April 2012. Singapore's nine microbreweries stand to save \$34,800 a year each in licence fees with the introduction of a new licence type for breweries producing less than 1.8 million litres of beer or stout. This move was in response to feedback from the industry.

Instead of a standard licence for warehouses storing imported dutiable goods, there are now three tiers of licences, tied to the TradeFIRST bands. Companies in the higher TradeFIRST bands are entitled to higher licensed warehouse tiers, with additional facilitation that lowers business costs and provides

The proof of the pudding is in the eating and we showcase Sankyu, a logistics player which has leveraged its promotion

without the payment of duty or Goods and Services Tax - up from three months previously – providing greater flexibility

**PATRICIA BAY** Editor



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# New Licence Introduced for Microbreweries

Singapore's microbreweries will benefit from a new licence type introduced specifically to cater to their business model, significantly reducing their business costs.







From 1 April 2012, a licence for breweries producing less than 1.8 million litres of beer or stout will incur a fee of \$8,400 annually. Previously, microbreweries paid the same fee as large-scale breweries – \$43,200 annually. The new lower fee tier for microbreweries comes on the back of a review by Singapore Customs of the effort involved in administering the licence for smallerscale breweries and benchmarking with international practices.

Singapore's nine microbreweries were jubilant. Said the General Manager of Paulaner Bräuhaus Singapore Alexander Buchner: "We gladly accepted the review as it will help us to ease our cost structure and have a more feasible operation in the long-term."

Added the Director of Reddot BrewHouse and brewmaster Ernest Ng: "The new licence type is more equitable. It will save microbreweries at least \$34,800 per year, which could be better spent on R&D to improve our performance and quality of our products."

Besides welcoming the cost savings, brewer and owner of AdstraGold Microbrewery Chia Shee Yap was gratified by Singapore Customs' responsiveness to sentiment among microbrewery players. He said: "AdstraGold is absolutely delighted and pleased that Customs has taken a serious view of the feedback from the microbrewery industry, and has reclassified microbrewery and factory brewery licence fees separately."

The manufacture of dutiable goods such as alcohol requires a licence under the Customs Act. Hence microbreweries, which carry out fermentation and manufacturing of ale, beer, stout or porter similar to the operations of a full-scale brewery, had been duly licensed under the same category for the production of alcohol.



However, this licence was conceptualised for large manufacturing plants, whose operations differ from microbreweries.

The production volume of a microbrewery is significantly lower. A full-scale brewery can produce close to 120 million litres of beer a year while a microbrewery's production is typically less than half a million litres a year. Nevertheless, Singapore Customs has used the generally accepted maximum quantum of 15,000 barrels a year – the equivalent of 1.8 million litres – to define a microbrewery.

The manufacturing processes of a microbrewery are also simpler. The set-up of a microbrewery is one of a closed-loop system from start of the fermentation process to the point of excise duty payment, when the final fermented product is transferred to the dispensing tank ready for direct serving. Beer brewed by a microbrewery is generally served at its own pub and restaurant.

In a full-scale brewery however, excise duty payment takes place only after the finished product has been bottled or canned, sorted and packed, ready for local release. The products could also be exported. Additional resources are also required for monitoring and managing a separate licensed storage area and a bottling production line, and the processing of remissions of duty and Goods and Services Tax for breakages and incorrect declarations due to the greater volume of beverage produced.

Microbreweries therefore pose a lower revenue risk and require less administrative effort. Hence it would be equitable to charge them a lower licence fee.

It is also anticipated that introducing the new licence type will boost the craft brewing scene in Singapore. Explained Mr Devin Kimble, Managing Director of MENU Food & Drinks Group, which operates Brewerkz Restaurant & Microbrewery: "It is wonderful that the economic and job creation benefits of microbreweries for the local economy have been acknowledged by making it easier particularly for start-up microbrewers to get into and stay in business.

Without a doubt the new licence will expand the microbrewing industry in Singapore. While some might view this as increased competition for incumbent brewers, we at Brewerkz feel that it will serve to grow demand for greater beer diversity and that will greatly benefit all of us. Using the United States as an example, the craft brewing part of the beer industry is growing at a double digit clip while overall demand is falling. By making it less expensive to operate a brewery in Singapore, there should be a similar renaissance here."

# New Tiers for the Licensed Warehouse Scheme

The Licensed Warehouse Scheme has been revamped to comprise three tiers from 1 April 2012. Licensees can now enjoy varying degrees of facilitation according to their TradeFIRST assessment band.



Previously, there was only one type of licence under the Licensed Warehouse Scheme for traders to store imported dutiable goods such as liquors, tobacco products and dutiable motor vehicles in a licensed area with the duty and Goods and Services Tax payable suspended pending re-export or local release of the goods.

Today, there are three tiers of licences under the scheme – Type I, which is equivalent to the former licence, and Types II and III, where Licensed Warehouse licensees are granted more relaxed regulatory controls and permit requirements.

For instance, Type II licensees pay a single annual licence fee, instead of separate fees, for the storage of both liquor/tobacco products and motor vehicles. On top of the facilitation accorded to Type II licensees, Type III licensees will also be allowed to store both duty-suspended and duty-paid goods within the licensed area, and operate multiple licensed locations under a single licence and incur a single licence fee.

### CORRELATING FACILITATION WITH INTERNAL CONTROLS

In line with the principle of according different levels of facilitation to companies based on their level of internal controls and compliance under Singapore Customs' integrated TradeFIRST assessment framework, Licensed Warehouse licensees in the higher TradeFIRST bands are awarded higher tier licences.

Those in the Premium and Enhanced bands are awarded the Type III licence, while those in the Intermediate band and the Standard band are awarded the Type II and Type I licences respectively.

The tiering of the Licensed Warehouse scheme was hailed by Mr Desmond Chan, Menlo Worldwide Logistics' Managing Director for South Asia. "Menlo supports the TradeFIRST initiative and believes Type III licensing – the highest of the three tiers – will bring welcome improvements in flexibility and reduced operating costs for qualified logistics providers," he said.

Menlo offers a broad range of logistics services in Singapore, ranging from bonded multi-client warehousing to open yard storage for the automotive, wine and spirits, consumer and chemical industries. With the Type III licence, it will enjoy substantial savings in licence fees as a single licence is all that is needed for the various licensed premises it operates and the different

#### FEATURES

types of dutiable goods it handles. The company will also benefit from increased flexibility for the temporary removal of motor vehicles and alcoholic beverages from its licensed premises for approved exhibitions.

By rewarding TradeFIRST compliant companies with more facilitation, Singapore Customs aims for a win-win outcome with licensees. Said Mr Chan: "Singapore Customs is to be commended for its forward-thinking approach to this licensing scheme. It is proving to be cost-effective and will help streamline trade practices while encouraging logistics companies to enhance their systems and processes for better compliance and efficient operations."

The advantages of a Type III licence to YCH Group were also recognised by its Singapore General Manager Joshua Lee. "Benefits such as being able to batch and expedite permit declaration as well as flexibility to better manage storage space will enhance our efforts in continuous innovation and supply chain optimisation for our world-class customers," he said.

An added plus of the three-tiered Licensed Warehouse Scheme is a new tiered principle of supervision for container stuffing operations. Licensees will no longer have to apply to Singapore Customs for supervision of stuffing operations, but may still be subject to checks by the authority. In accordance with risk management principles, Type III licensees would be subject to fewer checks than Type I and Type II licensees. This is yet another component of Singapore Customs' goal of tailoring facilitation and requirements according to companies' compliance levels.

#### TIERED LICENSED WAREHOUSE SCHEME – BENEFITS AT A GLANCE

BENEFITS	ΤΥΡΕ Ι	TYPE II	TYPE III
Physical demarcation of licensed area	Yes	Yes	No
Storage of other goods together with the imported duty and GST suspended goods within the licensed area	No	No	Yes
Take out a consolidated Duty & GST Payment Permit to cover local release of goods from the licensed premises on a weekly basis	No	No	Yes
Number of locations allowed per licence	One	One	Multiple
Storage of both tobacco/ liquor products and motor vehicles under a single licence	No	Yes	Yes
Temporary removal of alcoholic beverages from licensed premises for approved exhibitions	Wines only	All alcoholic beverages	All alcoholic beverages
Temporary removal of motor vehicles from licensed premises for approved exhibitions	Up to one month	Up to three months	Up to three months. Modifications to the motor vehicles can also be carried out within the licensed premises.

For more information about the tiered Licensed Warehouse Scheme, please refer to Customs Schemes & Licences under 'Traders & Businesses' at www.customs.gov.sg

For details on the revised container stuffing procedures under the tiered Licensed Warehouse Scheme, please refer to Circular No. 05/2012 at www.customs.gov.sg

# TradeFIRST Unlocks Business Potential for Sankyu

Advancing from the Enhanced to the Premium band of Singapore Customs' integrated TradeFIRST assessment framework continues to help Sankyu's bottom line.



Japanese logistics company Sankyu (Singapore) was always aware of the benefits of being in the Premium band of the TradeFIRST assessment framework and quickly leveraged it when business demands required it to obtain additional licences from Singapore Customs.

The company, which was originally on the TradeFIRST Enhanced band, applied for STP (Secure Trade Partnership) Plus certification in November 2011. It was already STPaccredited and also held a Zero-GST (ZGS) Warehouse Type III Licence.

An STP Plus accreditation would enable Sankyu to take advantage of Singapore's Mutual Recognition Arrangement with Japan. Sankyu's exports would enjoy a higher level of facilitation during customs clearance in Japan, providing better predictability for the movement of its goods, particularly for time-sensitive exports, and savings in cost which would otherwise be incurred due to delays.

"We already fulfilled about 70 per cent of the STP Plus criteria. We had installed a CCTV system, the main investment required. So the cost was not significant. Upgrading was mainly for our manpower procedures. We also had to get our suppliers to comply with the requirements, which indirectly benefited them," said Sankyu's Director of Logistics Lewis Kiew. Helping him was Sankyu's Singapore Customs account manager Chua Nam Hiong. He advised Sankyu on the identified areas for security improvements for its business partners, conveyances, cargoes and risk assessment, and shared with them the best practices in supply chain security.

"We had several rounds of meetings. Singapore Customs is always very proactive and cooperative. We can consult our account manager on the things we are in doubt about and we will get a timely response. It is a very helpful system that is not in operation in any other country I know," commented Mr Kiew.

Sankyu successfully attained the STP Plus certification in February 2012. In the process, it was also reassessed under the TradeFIRST framework and was upgraded to the Premium band.

#### **MEETING NEW BUSINESS NEEDS**

Subsequently, Sankyu had to find a use for its chill room because a key customer had given it up. It was able to secure a Japanese customer looking to store wine at low temperatures. However to store dutiable liquors, Sankyu required a licence to operate a Licensed Warehouse, which it did not have.

"We already had the business, so we outsourced it to one of our suppliers while we set about obtaining the necessary licence," said Mr Kiew. Thanks to the additional facilitation available to Premium companies, Sankyu was granted the Apex Licence which included the Licensed Warehouse scheme.

Being in the Premium band has brought Sankyu other benefits as well. Immediate payoffs include reduced licensing fees for a single Apex Licence as compared to separate licensing fees for a Licensed Warehouse and a ZGS Warehouse, and a waiver of the requirement to lodge a banker's guarantee for the operation of a Licensed Warehouse.

Sankyu is also applying for a Container Freight Warehouse Licence to unstuff consolidated containers outside the free trade zone. "At present, we have to rent a fixed area at Keppel Distripark. As our volume is not large enough, we are running at a loss every month. Although it is less convenient, a licence to unstuff at our premises will allow us to maintain our consolidation services," said Mr Kiew.

Sankyu has seen obvious business benefits from attaining the STP Plus certification and scaling the TradeFIRST ladder. "Our facilitation status makes us a cut above the rest. It enhances customer confidence in our services and helps us to win new projects," noted Mr Kiew.

"Since obtaining the Premium band, we have benefited from cost savings and our business has increased. We have also had the opportunity to expand our business into the area of storing wine. We can build more chill rooms if we get more customers," he added. Sanyku is an international logistics player with a strong presence in China and Southeast Asia. Its Singapore subsidiary was established in 1971 and currently employs 800 staff. It specialises in:



For more information on the TradeFIRST framework and the schemes and facilitations under its five bands, please refer to www.customs.gov.sg under TradeFIRST.





Photos courtesy of Sanyku (Singapore)

# Extension of Temporary Import Period

*Since 1 April 2012, the temporary import relief period has been doubled from three months to six months.* 



Aimed at providing businesses with greater flexibility, the change to the Temporary Import Scheme was announced as part of the Singapore Budget 2012.

The Temporary Import Scheme now allows goods, with the exception of liquor and tobacco products, to be imported without payment of duty or Goods and Services Tax (GST) if they are to be reexported within six months from the date of importation.

Such goods must be imported for approved purposes such as exhibitions, fairs, auctions, repairs, stage performances, testing, experiments or demonstration.

The duty and GST will become payable if the goods are not re-exported after the expiry of the six-month period.

#### For more information about the Temporary Import Scheme, please refer to Customs Schemes & Licences under 'Traders & Businesses' at www.customs.gov.sg

For details on the extension of the temporary import relief period, please refer to Circular No.03/2012 at www.customs.gov.sg

# Strengthening International Ties, Exchanging Experiences

As part of its ongoing efforts to build and strengthen friendships with foreign counterparts, Singapore Customs recently visited the Royal Malaysian Customs and hosted the visit of the Estonian Minister of Economic Affairs and Communications.



Mr Fong Yong Kian, Director-General of Singapore Customs with Ms Rosinah Ali, Deputy Director of AKMAL (above, front row, 4th and 5th from left respectively) and senior officials from Singapore Customs and Royal Malaysian Customs at AKMAL, and with Dato' Sri Haji Mohamed Khalid bin Yusuf, Director General of the Royal Malaysian Customs (below).

### REAFFIRMING TIES WITH ROYAL MALAYSIAN CUSTOMS

To reciprocate the Royal Malaysian Customs (RMC)'s visit to Singapore in July 2011, Mr Fong led an eight-member Singapore Customs delegation on a visit to the RMC in Kuala Lumpur from 5 to 6 March 2012.

The two Customs administrations had a very fruitful exchange of views on various topics of mutual interest, including mutual recognition of each other's authorised economic operator programme and enhancing intelligence cooperation against the scourge of cigarette smuggling. Recognising that Malaysia is Singapore's largest trading partner, both Customs administrations agreed to focus efforts on enhancing trade facilitation.

As part of the programme, the Singapore Customs delegation also visited the Customs Museum and the RMC academy



(AKMAL) in Malacca. The Customs Museum is designated as a public museum and is open to visitors and tourists. It contains numerous seized items, historical legislative articles as well as measuring instruments used by Customs officers from the last century. Established in 1956, AKMAL is an accredited World Customs Organisation Regional Training Centre which offers capacity building programmes for regional Customs administrations.

#### SHARING EXPERIENCES OF SINGAPORE'S SINGLE WINDOW

Estonia's Minister of Economic Affairs and Communications Juhan Parts met Singapore Customs Director-General Fong Yong Kian when he visited Singapore with his delegation on 15 February 2012.

Estonia's Customs administration uses an import and export permit declaration system known as COMPLX which is not linked to the other government agencies. Hence, Mr Parts was keen to learn about Singapore's single window regime.

The delegation was briefed on Singapore's experience in implementing TradeNet, its national single window, which has been in use since 1989. Mr Fong shared that the challenge of implementing a national single window lay not so much in the system development, but in the coordination among the various government agencies. Hence, having the political will to implement the national single window was critical.

Mr Fong also shared with Mr Parts some of Singapore Customs' recent initiatives such as TradeFIRST and TradeXchange to facilitate the trading community.

# Protecting Intellectual Property Rights

While Singapore's Intellectual Property Rights (IPR) legislation provides for Singapore Customs to interdict IPR-infringing goods at its borders, the agency also works in close partnership with the Intellectual Property Rights Branch (IPRB) of the Singapore Police Force, which enforces IPR infringements within the country, in a whole-of-government approach to weed out counterfeit goods.

One such case led to the seizure of more than 7,700 counterfeit mobile phones and accessories. The importer of these IPR-infringing items was sentenced to a fine of \$96,000 or in default, nine months' imprisonment.

In late 2009, Singapore Customs' analysis of trade permit declarations flagged a company with unusually low declared values for imported mobile phones. During a covert visit to the company's premises, Customs officers observed that it was a provision shop manned by an elderly lady. However, a few men were seen packing mobile phones into boxes at the back of the shop. The items displayed in the provision shop were old and coated with dust, and no customers were seen in the shop. The provision shop appeared to be a front for the actual activity of packing and distributing mobile phones.

Further analysis revealed that apart from under-declaring the value and quantity of the mobile phones, the company could also be infringing the trade mark of various rights holders as the phones were likely to be counterfeit.

Subsequently in April 2010, Singapore Customs targeted an incoming shipment of mobile phones imported by the company for inspection. Preliminary inspections carried out by Immigration & Checkpoints Authority officers found discrepancies in the quantities of mobile phone accessories declared.



While the shipment was detained at the checkpoint, Customs officers informed their counterparts at the IPRB, who alerted the trade mark owner of the imported mobile phone accessories. Based on available information about the importer and photographs of the manner in which the goods were packed, the trade mark owner concluded that the consignment was likely to be counterfeit as their mobile phones were shipped in a complete set and not bundled individually. The IPRB then carried out enforcement operations at the importer's premises and the home of the importer. Together with the detained shipment, IPRB officers found different brands of counterfeit mobile phones and an assortment of accessories.

The importer was charged by the IPRB under the Trade Marks Act and was convicted and sentenced by the court in July 2011.

# Declaring Agent Fined for Naming False Importer of Goods

A declaring agent was slapped with a \$2,000 fine, or two weeks' imprisonment in default, for falsely declaring the importer and its Unique Entity Number (UEN) when making an import declaration to Singapore Customs.

Singapore Customs' investigations revealed that the manager of Free Trade Zone Logistics & Transportation, Heng Sok Tian Jean, had made a trade declaration to obtain a permit for the import of wooden cabinets from Malaysia into Singapore.

Heng had acted on instructions from one of her customers to indicate the company as the importer of the goods. However, she failed to exercise due diligence by verifying the authenticity of the instructions with the company concerned, resulting in a false declaration of the importer being made to Singapore Customs.

As this was a violation under the Regulation of Import and Export Act (RIEA), Heng was charged in court and sentenced in February 2012.



Declaring agents are advised to verify the authenticity of all supporting documents and the information to be declared when applying for permits from Singapore Customs for the import and export of goods into and out of Singapore. Under the RIEA, the penalty for making a false declaration is a fine of up to \$10,000 or imprisonment of up to two years, or both.

To safeguard their interests, traders are advised to subscribe to the TradeNet permit notification system to help them keep track of the permits they have taken up. Subscribers will be alerted each time a permit is obtained under their name. This enables them to guard against possible misuse of their company's name and UEN. Traders can subscribe to this service at www.customs.gov.sg via the eService for Activation of Customs Account.

# Breaking Ground for Singapore Customs Export Scanning Station

*The groundbreaking ceremony for its upcoming export scanning station at Pasir Panjang on 14 March 2012 was an important milestone for Singapore Customs.* 



Senior management and officers of Singapore Customs gathered at the site to witness the groundbreaking ceremony.

The groundbreaking ceremony was officiated by Singapore Customs Director-General Fong Yong Kian, and witnessed by senior management and officers from the various Singapore Customs divisions. Key representatives from the project consultant and the main contractor were also present at the event.

The scanning station at Harbour Drive, adjacent to the Pasir Panjang Free Trade Zone, will be completed in 2013. This is the first of two export scanning stations that Singapore Customs will be constructing. A second export scanning station will be built at Keppel. As the lead agency overseeing Singapore's National Supply Chain Security Programme, the scanning stations are a part of Singapore Customs' concerted effort to strengthen the country's overall supply chain security.

Together with the implementation of Advanced Export Declaration on 1 April 2013, which will allow timely risk assessment of all goods leaving Singapore, high-risk export cargo will be scanned at the stations, further strengthening Singapore's position as a secure and trusted global transportation and logistics hub.



The shovelling action by Singapore Customs' Director-General Fong Yong Kian symbolised the commencement of construction works for the Pasir Panjang scanning station.

#### **DID YOU KNOW?**

Groundbreaking, also known as sod-cutting, turning the first sod or sod-turning, is a traditional ceremony to celebrate the first day of construction for a building or development. The shovel or spade used during the actual ground breaking may be saved for subsequent display. Commemorative information may also be engraved on the shovel.

### TRAINING CALENDAR

Programme	Dates
<b>SC100 BASICS OF EVERY DECLARANT</b> This three-day course provides trade declarants with an overview of customs procedures pertaining to the import and export of goods, the basic requirements for preparing TradeNet declarations, classification of goods, and the rules of origin.	6 – 8 Jun 2012 4 – 6 Jul 2012 18 – 19 Jul 2012 (SC101 only)
<ul> <li>The course comprises three modules:</li> <li>SC101 Customs Procedures (2 days)</li> <li>SC102 Classification and the Harmonised System (Half day)</li> <li>SC103 Rules of Origin / Free Trade Agreements (Half day)</li> <li>Participants may register for individual modules.</li> </ul>	6 – 8 Aug 2012
<ul> <li>SC200 STRATEGIC GOODS CONTROL PROGRAMME</li> <li>This one-day seminar provides an overview of Singapore's strategic goods control system and its regulations, registration procedures and permit requirements for strategic goods transactions, as well as the essentials of an internal (export control) compliance programme.</li> <li>The seminar comprises two modules:         <ul> <li>SC201 Basics of Strategic Goods Control (Half day)</li> <li>SC202 Essentials of Internal (Export Control) Compliance Programme (Half day)</li> </ul> </li> </ul>	29 Jun 2012 31 Aug 2012
Participants may register for individual modules.	
<b>TRADERS CLINICS</b> These monthly one-on-one consultation sessions provide an avenue for traders to seek advice and provide feedback on general customs procedures and services.	22 & 23 May 2012
OUTREACH PROGRAMME FOR NEWLY-REGISTERED TRADERS This quarterly programme is designed to equip new traders with a better understanding of customs documentation procedures, as well as the various customs schemes and services available. For enquiries, please call 6355 2000 or email customs_documentation@customs.gov.sg	29 Jun 2012
OUTREACH PROGRAMME FOR NEWLY-REGISTERED MANUFACTURERS This bimonthly programme is designed to equip newly-registered manufacturers with a better understanding of the Rules of Origin under Singapore's Free Trade Agreements, the application procedures for Certificates of Origin, and the compliance requirements. For enquiries, please email customs_roo@customs.gov.sg	13 Jun 2012

Please note that dates are subject to change. For full programme and registration details, please refer to www.customsacademy.gov.sg

#### **EVENT HIGHLIGHTS**

JOINT CONFERENCE ON ENHANCING AIR CARGO SECURITY AND FACILITATION – SYNERGY THROUGH COOPERATION

Singapore will be hosting the Joint Conference on Enhancing Air Cargo Security and Facilitation in partnership with the International Civil Aviation Organisation (ICAO) and the World Customs Organisation (WCO) from 5 – 6 July 2012.

The Joint Conference aims to raise awareness and understanding among aviation security and customs authorities, as well as private sector stakeholders, on relevant and topical issues faced by the global air cargo industry. It will also identify synergies that can be developed to further enhance coordination and cooperation between aviation security, customs authorities, industry and other stakeholders to strengthen aviation and border security, and facilitate the secure yet efficient movement of air cargo.

The event will enable participants to learn more about the current and emerging challenges faced by aviation security and customs authorities as well as industry, in their efforts to secure air cargo and enhance trade facilitation, which are important components of the global supply chain. Participants will have the unique opportunity to hear from and interact with senior policy makers, experts and practitioners from around the world on their experience in dealing with air cargo security and facilitation matters.

Singapore's Permanent Secretary for Transport Mr Choi Shing Kwok, the Secretary-General of the ICAO Mr Raymond Benjamin, and the Secretary-General of the WCO Mr Kunio Mikuriya, will be delivering keynote speeches at the Joint Conference.

For further details of the Joint Conference and registration information, please visit www.customs.gov.sg



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