SINGAPORE CUSTOMS NEWSLETTER

INSYNC

HIGHLIGHTS

Caught In The Act: Eight Nabbed for Peddling Contraband Cigarettes Page 04

Walking A Mile in the Trader's Shoes Page 06

Sharing Our Business Excellence Journey with Others Page 10



22ND MEETING OF THE

ASEAN

DIRECTORS-GENERAL OF CUSTOMS

FURTHERING ASEAN'S ECONOMIC INTEGRATION ASEAN CUSTOMS LEADERS MEET IN SINGAPORE

Customs heads of the ASEAN states gathered in Singapore for the 22nd Meeting of ASEAN Directors-General of Customs, with the aim of furthering regional economic integration.

Page 01

ISSUE 25 JULY / AUGUST 2013

CONTENTS

FEATURES

01	Furthering Asean's Economic Integration: ASEAN Customs Leaders Meet in Singapore			
/ 0/	Caught In The Act: Eight Nabbed for Peddling Contraband Cigarettes			
/ 0{	Walking A Mile in the Trader's Shoes			
	DATES			
/ 08	Beauty Salon Owner Fined \$21,800 for Evading GST			
0	Trade Facilitation and Compliance: Two Sides of the Same Coin			
/ 10	Sharing Our Business Excellence Journey with Others			
/INSI	DE CUSTOMS			
11	Strengthening Ties with Vietnam Customs			
/ 11	Greater Synergy between Trade and Compliance			
12	Travellers Continue to be Happy with Singapore Customs Checkpoint Services			

13 Training Calendar



To read, download or subscribe to the online edition of inSYNC, please visit www.customs.gov.sg/insync



inSIGHT

COMBINING EFFORTS, ENHANCING OUTCOMES

For Singapore Customs, cooperation is a key tenet in all areas of our work. The global trading environment is complex, as are issues like trade facilitation, security and regulation that Singapore Customs looks after. We believe the best way forward is to be open to different perspectives, take others' needs into consideration and build strong partnerships.

In the ASEAN context, unity is strength. Integrating all 10 economies to fulfil the ASEAN Economic Community vision will bring a host of benefits to the member states. To further the harmonisation of ASEAN customs procedures and transform vision into reality, Singapore Customs hosted the 22nd Meeting of ASEAN Directors-General of Customs from 4 to 6 June 2013.

The Customs-Business partnership is another key aspect of cooperation. Singapore Customs frequently engages businesses to co-create trade facilitation solutions. The agency recently attached several officers to DHL Express Singapore and Infineon Technologies Asia Pacific to learn how their business works, so as to gain deeper insights to help formulate strategies that will better meet business needs.

Tan Zi Jie Editor

DESIGN BY

Green House Design + Communications

Please let us know what you think of inSYNC. We welcome your ideas on what you would like to see and how we can do better. Write in to the Editor at customs_media@customs.gov.sg

InSYNC is a publication of Singapore Customs. Copyright of the materials contained in this publication belongs to Singapore Customs. Nothing in here shall be reproduced in whole or in part without prior written consent of Singapore Customs. All rights reserved. All information is correct at time of publication.

Furthering ASEAN's Economic Integration: ASEAN Customs Leaders Meet in Singapore

Customs heads of the ASEAN states gathered in Singapore for the 22nd Meeting of ASEAN Directors-General of Customs, with the aim of furthering regional economic integration.

After a 10-year break, Singapore once again played host from 4 to 6 June 2013 to the annual meeting, bringing together the customs leaders of all 10 member states and the ASEAN Secretariat. Mr Fong Yong Kian, Singapore's Director-General of Customs chaired the meeting.

On the agenda was customs integration and harmonisation of the ASEAN member states. Harmonised customs procedures translate into higher efficiency and cost savings for traders in the region and are a key component in establishing the ASEAN Economic Community (AEC).

The AEC envisages an integrated, highly-competitive economy for the region, with the free movement of goods, services, investment, skilled labour, and capital. ASEAN leaders have pledged to realise this vision by 2015.

To make the AEC a reality, ASEAN member states have made commitments in areas such as elimination of tariffs, non-tariff barriers, responsive rules of origin, trade facilitation, customs integration and the ASEAN Single Window.



Singapore Customs hosted the Directors-General of ASEAN Customs in a meeting to make regional economic integration a reality.

CONTRIBUTING TO GROWTH IN SOUTHEAST ASIA

As a region, ASEAN has seen significant economic progress and growth in recent years. According to the World Bank's East Asia and Asia Pacific Economic Update published in April, growth in ASEAN countries increased to 5.4 per cent in 2012, from 4.5 per cent in 2011. The region contributed to around 40 per cent of global growth in 2012, said Mr Peter Ong, Singapore's Head of Civil Service and Permanent Secretary (Finance) in his opening address.

Over the past few years, ASEAN has made steady advancement in shaping a conducive environment for businesses to invest and operate in. Virtually all goods traded in ASEAN can now flow through the region tariff-free.

"With significant tariff reductions progressively being realised, trade facilitation will become the next important area to enable intra- and inter-ASEAN trade to grow. The customs administrations of our countries play an important role to facilitate trade at-the-border," said Mr Ong.

"The full benefits of the AEC cannot be realised without efficient and harmonised customs processes."

CUSTOMS COOPERATION

As such, the leaders of the region's customs administrations met to review the progress made by the various ASEAN Customs working groups.

Key achievements over the past year include the implementation of the ASEAN Harmonised Tariff Nomenclature by all member states, the completion





Top: Singapore's Head of Civil Service and Permanent Secretary (Finance) Peter Ong emphasised the role of efficient and harmonised customs processes for a progressive ASEAN economy during the opening ceremony. Bottom: Customs officials from the 10 ASEAN countries mingled and exchanged views during the threeday meeting. of the ASEAN Single Window Pilot Project Component 2 and the commencement of the ASEAN Customs Transit System component under the ASEAN Regional Integration Support by the EU Programme.

To guide the customs modernisation and reform process, the working groups have developed several documents on best practices in advance rulings on tariff classification, customs enforcement, post-clearance audits and strategic management.

The meeting examined the need to expedite the ratification of the ASEAN Agreement on Customs. Doing so would reaffirm the member states' commitment to implement several initiatives such as the ASEAN Single Window, the ASEAN Harmonised Tariff Nomenclature and the ASEAN Customs Transit System.

The Directors-General discussed Protocol 2 (Designation of Frontier Posts) and Protocol 7 (Customs Transit System) to the ASEAN Framework Agreement on the Facilitation of Goods in Transit. The finalisation and signing of the two protocols, particularly the ASEAN Customs Transit System where Singapore Customs plays a leading role, will enable traders to move their goods across various member states easily, and with greater efficiency.

Under the ASEAN Customs Transit System initiative, traders will only need a single customs document and one guarantee for transit to trade in countries of the region. They no longer need to go through the hassle of negotiating and complying with multiple countries' customs procedures and paperwork. This will provide time and cost savings.

The meeting also discussed the long-term sustainability of the ASEAN Single Window project. The ASEAN Single Window is the environment where the National Single Windows of member states operate and integrate.

Thailand was appointed the chair of the ASEAN Harmonised Tariff Nomenclature task force from 2013 to 2015. The nomenclature is an eight-digit index for uniform classification of goods and commodities across the region.

CONSULTING WITH PARTNERS

In an increasingly interconnected and highly-networked environment, focusing on Southeast Asia is not enough. For the region and its businesses to be competitive, ASEAN needs to think global.

To strengthen Customs-to-Customs partnerships with other economies, consultation sessions were held with the customs administrations of China, Japan and Korea, and the World Customs Organisation. A joint consultation was also held with key business and trade associations: the US-ASEAN Business Council, the Conference of Asia-Pacific Express Carriers, and the



Top: Singapore Customs Director-General Fong Yong Kian (right) chaired the annual meeting.

ASEAN Federation of Forwarders Associations. The associations shared insightful presentations on best practices in trade facilitation, combating counterfeiting and piracy within ASEAN, and secure trade in express deliveries. Throughout the three-day meeting, participants freely exchanged views on various developments and gained a deeper understanding of their regional counterparts, furthering ASEAN customs cooperation and trade facilitation.

THE ASEAN ECONOMIC COMMUNITY

ASEAN, or the Association of Southeast Asian Nations, is a bright spot in the global economy and a strong engine of growth. Currently, ASEAN has a combined population of 600 million people and gross domestic product of about US\$2 trillion.

The ASEAN Economic Community is a vision for an integrated and highly competitive economy. It envisages the transformation of the 10 economies to a single market and production base, a highly competitive economic region, and fully integrated into the global economy.

AEC's single market and production base allow for free movement of goods, services, investment, skilled labour and capital. This will facilitate the development of region's networks and enhance ASEAN's capacity as a global production centre and part of the global supply chain.

03

Caught In The Act: Eight Nabbed for Peddling Contraband Cigarettes

inSYNC followed Singapore Customs officers on a 10-hour operation targeting contraband cigarette peddlers in the vicinity of Geylang on 6 June 2013. In all, eight men were arrested for peddling contraband cigarettes during the operation, and 63 cartons and 350 packets of contraband cigarettes were seized. The duty-unpaid cigarettes had a total street value of about \$5,300, while the duty and Goods and Services Tax (GST) evaded amounted to about \$7,500 and \$700 respectively.

One offender was sentenced to two months' imprisonment while another was fined \$76,000. Four others had court fines ranging from \$7000 to \$3000. Investigations are ongoing for another two who were arrested.

Singapore Customs regularly conducts operations to smoke out contraband cigarette peddlers and syndicates, especially in hotspots around the island. The agency also reduces demand for contraband cigarettes through outreach campaigns to educate the public on the dangers of dealing with contraband cigarettes.

Buying, selling, conveying, delivering, storing, keeping, having in possession or dealing with duty-unpaid goods are serious offences under the Customs Act and the GST Act. Offenders will be severely dealt with. They can be fined up to 40 times the amount of duty and GST evaded and/or jailed for up to six years. The minimum court fine for first-time and repeat offenders of tobacco-related offences are \$2,000 and \$4,000 respectively.

Repeat offenders who are caught with more than two kilogrammes of tobacco products will also face mandatory imprisonment. Vehicles used in the commission of such offences are also liable to be forfeited.





)4









- The operation involved over 50 Customs officers and started in the wee hours of the morning. Officers had conducted weeks of intensive surveillance and intelligence-gathering before homing in on the peddlers on the day of the operation.
- 2 In total, seven social visit pass-holders and one special pass-holder were arrested.
- 3 One of the men put up a fierce struggle but was eventually subdued by Singapore Customs officers. About seven cartons and nine packets of contraband cigarettes were uncovered nearby, in places such as an incense burner, a drain and a laptop bag.
- 4 Another man was caught with 31 cartons and 270 packets of assorted brands of contraband cigarettes.
- Enforcement officers also
 raided an apartment at Lorong
 30 Geylang, where another
 suspect was arrested.
- 6 Officers were meticulous and left no stone unturned in their search for contraband cigarettes hidden by the syndicate members. They recovered about 25 cartons and 23 packets of contraband cigarettes hidden in a smelly manhole in the compound of the apartment.

Walking A Mile in the Trader's Shoes

Singapore Customs recently attached its officers to DHL Express Singapore and Infineon Technologies Asia Pacific to better understand their concerns and challenges.

(Middle) DHL Express Singapore's Mr Simon Koh, Customs & Regulatory Affairs Manager, with Singapore Customs officers Goh Wei Lun (left) and Goh Lor (right), who were attached to the company for four days. To make trade easier for businesses, a thorough understanding of the trading community is necessary. To do so, Singapore Customs regularly engages traders to keep up with the latest developments in their industries.

The new attachment initiative brings the agency's industry engagement one step further, allowing Singapore Customs officers to gain first-hand understanding of businesses' operations, as well as their concerns and challenges. The insights gained will allow the agency to enhance its existing procedures and formulate strategies to better meet business needs.

ATTACHMENT WITH DHL EXPRESS

From 17 to 20 June, two officers from Singapore Customs' Trade Division were attached to DHL Express Singapore.

As one of the major air express companies, DHL Express provides door-to-door and time-definite delivery of documents and parcels. Its global network spans 220 countries and territories.

During the attachment, the officers were introduced to the company's business set-up through visits to observe the movement of goods at its hub and service centres. They also learnt about DHL Express' systems for submitting flight manifests and declarations and how real-time tracking of parcels is carried out.

Speed is of the utmost importance to the air express industry. Thus, DHL Express optimises technology, operations and its global network to make the delivery, tracking and submission of declarations for documents and parcels quick. seamless and paperless. For example, it has invested heavily in operations capabilities, especially in the area of customs clearance. From as far back as 1994. DHL Express was already working closely with Singapore Customs to develop an Electronic Data Interface (EDI) system to facilitate the pre-arrival clearance of express shipments.





From left: Infineon's Director of Logistics Wong Kwang Yong, Customs officer Ernest Goh. Infineon's Senior Director of Corporate Supply Chain Asia Pacific Roxane Desmicht, Singapore Customs' Deputy Director-General Lim Teck Leong, Customs officers Samantha Ting and Jeremy Ang. Infineon's Manager of Export Control Teo Khai Ming and Customs officer Leo Yik Chian. Customs officers Ernest Goh, Samantha Ting and Jeremy Ang were attached to the company from 9 to 12 July 2013.

CHALLENGES OF THE AIR EXPRESS INDUSTRY

DHL Express shared candid perspectives on the challenges faced by the company and the industry in general.

Increasingly, commercial entities and individuals are relying on express delivery companies to expedite the movement of timesensitive shipments. Recognising the greater urgency for customs administrations to clear and release large volumes of express shipment quickly and without compromising customs controls, the World Customs Organisation has introduced several guidelines for customs administrations to achieve this. DHL Express complimented Singapore Customs for being ahead of many countries in adopting these guidelines.

The company also provided valuable feedback and suggested

improvements in areas such as facilitating the export of time-sensitive goods in view of the new Advanced Export Declaration requirement and streamlining various cargo security programmes.

While the air express industry understands the need for customs regulations, simplified customs requirements are essential to develop the industry further, and will translate into faster turnaround time for goods and smoother flow of operations.

"We are pleased to support this attachment programme, which aims to better understand the air express industry. The Singapore Customs officers were keen to learn about the practical challenges of our operations and the evolving needs of our customers. DHL Express looks forward to engaging Singapore Customs more confidently in the future, knowing that its officers have good knowledge of our business," said Mr Simon Koh, Customs & Regulatory Affairs Manager at DHL Express.

LEARNING ABOUT INFINEON TECHNOLOGIES

To understand the semiconductor industry and appreciate the intricacies of logistics management, three Customs officers from the Schemes and Engagement Branch were attached to Infineon Technologies Asia Pacific from 9 to 12 July 2013.

Infineon Technologies provides semiconductor solutions to address energy efficiency, mobility and security challenges. Its solutions are found in automotive, power management, industrial power control and chip card and security applications. The officers' learning began in the classroom, where they were given insights into Infineon's business model and supply chain considerations. They also completed a comprehensive e-learning module on its supply chain operations model.

The officers' knowledge was then put to the test with simulation games. One game involved forecasting demand: the players had to manage different stages in the supply chain, coordinate with one another and place orders on goods needed. Forecasting the demand accurately was challenging but the officers learnt that it is vital in supply chain management, as it helps manufacturers to avoid additional storage costs, under-utilisation or wastage of materials.

To ground their learning with practical experience, the Customs officers also visited the company's distribution centre in Bedok and interacted with supply chain practitioners to understand the challenges in day-to-day operations.

INNOVATE FOR SURVIVAL

Flexibility and innovation are central to Infineon's processes. To boost efficiency and enhance process flow in their distribution centre, the company has invested in semi-auto packing machines. Such innovative measures are not one-off efforts, but rather a continuous drive to stay agile, in light of the fast-changing logistics landscape.

This also requires cooperation from other players in the supply chain. Infineon praised Singapore Customs' efforts to introduce initiatives that raise the competencies of various stakeholders in the supply chain, citing the agency's new Declaring Agent Governance Framework as an example.

"Singapore Customs is once more ahead of its time with this attachment initiative. At Infineon, we value this approach and intention of facilitating trade, while still keeping a strong focus on compliance. We were very honoured to be selected as a partner for the Singapore Customs officers' industry attachment programme and contribute to future strategies as a corporate citizen," said Ms Roxane Desmicht, Infineon's Senior Director, Corporate Supply Chain Asia Pacific.

Beauty Salon Owner Fined \$21,800 for Evading GST

For fraudulently evading Goods and Services Tax (GST) on imported beauty products, a beauty salon owner was sentenced to a fine of \$21,800 on 11 July 2013.



Some of the beauty products for which GST was evaded.

Investigations by Singapore Customs revealed that Melati Binte Abu Bakar, 41, sole proprietor of Melati Pesona Beauty, had under-declared the values of beauty products in bogus invoices submitted in the applications for 27 import permits.

The beauty products, worth about \$270,000, were imported between January 2012 and April this year. The under-declaration of the product values resulted in a shortfall GST payment of \$11,325.99

Melati pleaded guilty on 11 July 2013 to six charges of fraudulent evasion of GST. Another 21 charges were taken into consideration in the sentencing. She was sentenced to a fine of \$21,800 or in default 14 weeks' jail.

Fraudulent evasion of GST on the importation of goods is a serious offence under the Customs Act. Anyone found guilty will be liable to a fine up to 20 times the amount of tax evaded and/or jailed for up to two years.

Trade Facilitation and Compliance: Two Sides of the Same Coin

The inaugural Customs and Trade Conference organised by PwC Worldtrade Management Services was held in Singapore on 28 May 2013. In his conference opening speech, Singapore Customs Director-General Fong Yong Kian discussed the importance of balancing trade facilitation with regulation.

Mr Fong speaking at the opening of the inaugural Asia Pacific Customs and Trade Conference on 28 May 2013.



About 100 participants from the Asia Pacific customs and trade industries attended the conference, which was themed 'Delivering customs and trade management strategies in a world of change – focusing on the fundamentals'. Through dialogues, presentations and plenary sessions, the event examined the latest issues in customs compliance and governance.

EVOLVING CUSTOMS ROLES

In his opening address, Mr Fong first highlighted that the roles of customs administrations have evolved in an increasingly complex trading environment. While some continue to focus on revenue protection and collection, others have shifted and now prioritise security and border protection. Singapore Customs, however, belongs to the third category of agencies which aim to balance multiple objectives including security, compliance and facilitation.

THE SINGAPORE CUSTOMS PHILOSOPHY

Objectives such as compliance and trade facilitation need not be contradictory, explained Mr Fong. If managed properly, a high level of compliance and facilitation complement each other and can be attained concurrently.

"The best way Singapore Customs can add value to the trading community is to maintain the integrity of Singapore's trading system," said Mr Fong. "We see trade facilitation or the smooth flow of trade as an outcome of what we do, if we carry our work out well."

MANAGE RISKS AND PARTNER BUSINESSES

The adoption of risk management principles and a strong partnership between customs administrations and businesses are vital in realising the dual aims.

Singapore Customs' emphasis on risk management is seen through its use of TradeFIRST – a one-stop assessment framework for all its trade facilitation schemes. The framework enables the holistic assessment of a company based on risk management principles, after which companies are placed in one of the five bands. Those in the higher bands are accorded a greater level of facilitation under the Customs schemes and thus enjoy lower compliance costs.

In addition, the agency helps traders better understand customs requirements through various channels such as outreach sessions and courses offered by the Singapore Customs Academy.

By viewing businesses along the supply chain as partners rather than potential enforcement targets, Singapore Customs continually engages the business community to strengthen partnerships. An example is the agency's Secure Trade Partnership programme. Companies that qualify are viewed as low-risk and trusted partners of Customs. They enjoy greater facilitation such as expedited cargo clearance. Such partnerships with businesses should not be taken for granted, Mr Fong reminded the audience.

Sharing Our Business Excellence Journey with Others

Achieving the Singapore Quality Award (SQA) has provided Singapore Customs with opportunities to share our knowledge and best practices with other organisations. Since Singapore Customs clinched the country's pinnacle award for business excellence last November, we have received a constant stream of visitors interested to learn our winning formula.

To date, Singapore Customs has hosted seven visits from government agencies, institutes of learning and even overseas delegations. In particular, we hosted the Corrupt Practices and Investigation Bureau (CPIB), the Maritime and Port Authority of Singapore (MPA), and a group of Thai delegates. Several other visits are also in the pipeline.

Singapore Customs shared at CPIB's annual Service Day, which was organised during Public Service Week. The bureau was interested in how Customs, a regulatory body, transformed its services for its partners and customers over the years. We explained how Singapore Customs balances our twin roles of trade facilitation and regulation in an environment where international trade volumes continue to grow and global supply chains become increasingly complex.

We were also invited by MPA to speak at their Quarterly Leadership Seminar, a platform to nurture and develop their management in the areas of leadership, communication and personal effectiveness. The participants were especially interested in Singapore Customs' human resources initiatives and our staff excellence framework, and had questions about how the agency encourages business excellence in the staff, and how staff expectations of their supervisors are managed.

Recently, Singapore Customs also hosted a delegation from Thailand, led by the Thailand Productivity Institute. The delegates were interested in our service excellence framework, and how we ensure good governance and ethics among our staff. We enjoyed a lively exchange of ideas and information with the Thai delegation; some of them are business excellence assessors and appreciated hearing about Singapore Customs' business excellence journey.

Besides sharing information on Singapore Customs, we also benefited from learning about other organisations' paths to excellence. The sharing sessions were opportunities to learn from others, discover similarities and determine how we can continue to improve. After all, business excellence is a journey, not a destination.

Over 40 delegates from the Thailand Productivity Institute visited Singapore Customs to learn about our business and service excellence initiatives.



10

Strengthening Ties with Vietnam Customs

To foster a deeper relationship with its regional counterpart, Singapore Customs visited the Department of Vietnam Customs on 11 July 2013.

The Singapore Customs delegation, led by Director-General Fong Yong Kian, was warmly received by Mr Nguyen Ngoc Tuc, Director-General of Vietnam Customs.

During the visit, both sides discussed common topics of interest such as the progress of Vietnam's National Single Window and Authorised Economic Operator programme. Vietnam Customs shared that it was in the process of modernising their operations. Similarly, Mr Fong related Singapore Customs' experiences in implementing Singapore's National Single Window and Authorised Economic Operator programmes. Both sides agreed to learn from each other and cooperate on areas of mutual interest.

The visit also included a tour of the North Thang Long industrial zone, where Singapore Customs observed ground operations and learnt about the roles and functions of Hanoi Customs.



Director General Nguyen Ngoc Tuc of Vietnam Customs (centre) hosted the Singapore Customs delegation, led by Director-General Fong Yong Kian (fourth from left) on 11 July 2013.

Greater Synergy between Trade and Compliance

In July 2013, Singapore Customs streamlined operations in its Trade and Compliance divisions, and welcomed a new Assistant Director-General (Policy & Planning).

Currently, Singapore Customs' Trade and Compliance divisions work closely to maintain a high level of compliance in the trading community. The agency can then focus on facilitating the trading activities of compliant companies.

For greater synergy and collaboration between the two divisions, a new Audit and Assessment section was set up in the Company Compliance Branch on 1 July 2013.

The section will conduct validations and assessment under the TradeFIRST scheme, field audits, pre- and post-licence checks and verification of rules of origin checks.

The Client Relations Branch and Schemes & Licensing Branch have also merged into the new Schemes and Engagement Branch, to further streamline the agency's trade engagement functions.

NEW POLICY & PLANNING LEAD

Ms Doreen Tan joined Singapore Customs as Assistant Director-General (Policy & Planning) on 15 July 2013. She is on a two-year secondment from the Ministry of Finance.

Ms Tan brings with her a wealth of experience in the public sector. Prior to joining the Ministry of Finance, she worked on health financing and land policy issues at the health and law ministries respectively. She joined the Ministry of Finance in 1998. Trained in economics and finance, Ms Tan worked on corporate and international taxation policies, and oversaw public-sector restructuring. She was Chief Tax Policy Officer from 2007 to 2013.

As Assistant Director-General (Policy & Planning), Ms Tan oversees the policy and research, international relations, organisational excellence and planning, as well as corporate communications functions of Singapore Customs.

Travellers Continue to be Happy with Singapore Customs Checkpoint Services

Results from the Singapore Customs Travellers' Satisfaction Survey 2012 show that the overall travellers' satisfaction level remains high at 95 per cent. More than nine out of 10 travellers surveyed indicated that they were either satisfied or very satisfied with the agency's checkpoint services. The Travellers' Satisfaction Survey evaluates customs processes at Singapore's checkpoints and identifies gaps between traveller expectations and actual levels of service. It enables the agency to determine the specific service needs and expectations of travellers and seek suggestions for improvements. Conducted annually, the survey is one of several tools Singapore Customs employs in its continual efforts to excel in customer service.

Travellers were asked to rate the Goods and Services Tax (GST) refund and duty payment processes, including the accessibility and clarity of information, ease of locating the refund or tax counters and kiosks, service received at the counter and user-friendliness of the kiosks. Service attributes of Singapore Customs officers – professionalism, courtesy, clarity of information provided, knowledge and speed – were also assessed. Overall, travellers were satisfied with the performance of Singapore Customs, giving the agency an average satisfaction score of 5.21 out of 6.

Those who travelled by air were the most satisfied, registering an average satisfaction score of 5.25 out of 6. Sea and land travellers recorded an average satisfaction score of 5.09.

Travellers seeking GST refunds or making duty payments were most impressed with the queue times at the counters and kiosks, as well as the prompt service and clarity of information provided by Singapore Customs officers.

More than 4,200 travellers who had passed through Singapore's air, land and sea checkpoints between December 2012 and March 2013 were polled.

AVERAGE SATISFACTION SCORES

AT VARIOUS STAGES OF THE CUSTOMER EXPERIENCE JOURNEY

CUSTOMER Experience Journey	Enquiry through Hotline,Website, Email etc.	Signage	Experience at the GST Refund or Duty Payment counter or kiosk
GST REFUND PROCESS (SCORE OUT OF 6)	5.10	5.05	5.32
DUTY PAYMENT PROCESS (SCORE OUT OF 6)	5.18	4.91	5.25

TRAINING CALENDAR

please email customs documentation@customs.gov.sg

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

PROGRAMME SC100 BASICS OF EVERY DECLARANT 19 – 21 Aug 2-4 Sep 2013 This three-day course provides trade declarants with an overview of customs procedures pertaining to the 7 – 9 Oct 2013 import and export of goods, the basic requirements for preparing TradeNet declarations, classification of goods, and the rules of origin. The course comprises three modules: • SC101 Customs Procedures (2 days) • SC102 Classification and the Harmonised System (half-day) SC103 Rules of Origin / Free Trade Agreements (half-day) Participants may register for individual modules. SC200 STRATEGIC GOODS CONTROL PROGRAMME 17 Oct 2013 12 Dec 2013 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. The seminar comprises two modules: SC201 Basics of Strategic Goods Control (half-day) SC202 Essentials of Internal (Export Control) Compliance Programme (half-day) Participants may register for individual modules. SC400 CUSTOMS COMPETENCY TEST FOR DECLARANTS 23 Aug 2013 11 & 27 Sep 2013 This module is designed to test an individual's knowledge of the customs procedures and documentation 4 & 16 Oct 2013 requirements. Upon passing this test, the individual can then apply for registration with SC as a declarant to 14 & 29 Nov 2013 submit TradeNet permit declarations. 11 & 20 Dec 2013 The test will be an open-book exam comprising of 50 multiple choice questions. The topics tested include: customs procedures. TradeNet declarations, valuation, classification, rules of origin and specialised (AM and PM sessions) procedures. The one-hour test can be taken during the AM or PM session. Individuals who wish to sit for the test are advised to familiarise themselves with above-listed subject areas. They can do so through courses or eLearning at Singapore Customs Academy, the Customs Virtual Academy and by visiting the Customs website.

	/	
TRADERS CLINICS These monthly one-on-one consultation sessions provide an avenue for traders to seek advice and provide feedback on general customs procedures and services. For enquiries, please email customs_documentation@customs.gov.sg	22 & 23 Aug 2013 25 & 26 Sep 2013	
OUTREACH PROGRAMME FOR NEWLY-REGISTERED TRADERS	27 Sep 2013	
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,	/	

DATES



SINGAPORE CUSTOMS We make trade easy, fair and secure 55 Newton Road #10-01 Revenue House Singapore 307987 www.customs.gov.sg