SINGAPORE CUSTOMS NEWSLETTER

# INSYNC

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# EVOLUTION OF TRADENET

In its 25th year of operation this year, TradeNet has undergone a multitude of changes and is preparing for its next facelift.

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# **Evolution** of TradeNet

In its 25th year of operation this year, TradeNet has undergone a multitude of changes and is preparing for its next facelift.

### THE CHALLENGE OF TRADE DOCUMENTATION

In 1987, the then-Trade Development Board (TDB) was loaded with paperwork, handling about 10,000 declarations daily, with the number rising. The statutory board was responsible for managing all incoming and outgoing trade activities.

TDB was also only one of the agencies that the traders had to interact with in the entire trade process; other agencies include the port authorities, customs, Competent Authorities (CAs) and so on, each with its own rules.

Preparing multiple copies of the trade declaration forms and physically carrying them to the various government offices for processing meant that a two-day turnaround was common.

The cost of trade documentation was about 4 to 7 per cent of the value of goods shipped and it seemed like a lot of work with little payoff.

With Singapore being a small country with no natural resources and a stabilised population, staying successful meant improving competitiveness, especially in external trade, which was the largest business sector. Cutting costs was inevitable, and the 4 to 7 per cent was the best place to start.

### GETTING ALL ON BOARD

The idea of a National Single Window (NSW) was borne from discussions in the 1980s on continued economic growth. Improvement in external trade was declared as a major goal.

Through several meetings and much discussion with a large mix of government agencies, companies, organisations and voluntary associations, all parties agreed that significant savings would result from reducing the burden of trade documentation handling. Streamlining trade would also make the Singapore trading community more competitive internationally.

In December 1986, the TradeNet project was announced and it would be operational within two years.

01

Building TradeNet was a technical challenge. To have it go live on time, the TradeNet team focused on simplifying information required for exchange and transaction processing components of the system. Other capabilities to handle more complex processes were planned to be implemented later.

Singapore launched TradeNet, the world's first NSW, on 1 January 1989. The first transaction was an application from an air cargo agent and the approved document was received 10 minutes later. TradeNet was operational.

By December 1989, TradeNet handled about 45 per cent of all trade documentation for sea and air shipments. The success led to TDB mandating the use of TradeNet for all trade transactions in 1991, two years ahead of plan.

#### STEPPING OUT

Owing to Singapore's success in TradeNet, numerous countries requested to learn about Singapore's experience in developing and implementing its NSW system.

With the launch of Singapore Customs Academy in February 2012, and in line with its strategic thrust of sharing customs knowledge, the Academy started working closely with the Ministry of Foreign Affairs (MFA) to offer an NSW course to ASEAN customs administrators.

The inaugural course was jointly conducted by Singapore Customs and Japan Customs at the Academy in February and March 2013 and attended by customs officials from Cambodia, Laos, Malaysia, Thailand, Vietnam and the Philippines. It was organised under the ambit of the Japan-Singapore Partnership Programme for the 21st Century (JSPP21) and co-sponsored by Singapore's MFA and the Japan International Cooperation Agency.

#### WHAT'S NEXT FOR TRADENET?

A study is now underway to find out how to make TradeNet more business friendly with new features. The aim is to build a TradeNet that requires less data to be submitted, is simpler to use and has customised features for varying needs of businesses.

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Customs will also collaborate with the Competent Authorities to streamline their requirements so that businesses can enjoy a faster approving cycle.

### TRADENET NOW



### **SIGNIFICANT TRADENET IMPROVEMENTS SINCE 1989**



03

# IBM Raises Productivity by 82% through TradeXchange Integration

Improved turnaround time and efficiency through integration of processes and reusing approved permit data saves IBM \$130,000 a year.

Trade permit application is often a manual and tedious process for many shippers and retrieving copies of the approved permits from various Logistics Service Providers (LSPs) add on to the time consumed.

To improve turnaround time and increase efficiency, IBM implemented the use of the TradeXchange Trade Permit Preparation and Permit Return Service, integrating trade declaration processes and reusing the approved permit data for subsequent operational processes.

#### CHALLENGE: 100% ACCURACY IN PERMIT DECLARATIONS

IBM is a global technology and consulting corporation with revenues running into the billions.

IBM Ireland Product Distribution Ltd (IPDL) in Singapore has shipments that include strategic goods, which demand 100 per cent accuracy in permit declarations. To fulfil this critical requirement, IBM IPDL has to put in dedicated resources to ensure the accuracy of permit declarations to Singapore Customs.

In an effort to increase productivity and improve trade declaration turnaround time, IBM IPDL and their LSPs, through their respective TradeNet Frontend Providers,

integrated their trade declaration processes with TradeXchange, eliminating the need for manual data re-entry.

### IMPROVED DATA ACCURACY, FASTER PROCESSING TIME

Before the implementation and integration with TradeXchange, IBM IPDL had to email and/or fax shipping documents to their LSPs to apply for permits from Singapore Customs.

This typically took an average of 578 man-hours each month for IBM IPDL, to prepare the documents, and for their LSPs to re-enter the information for declaration, compile and generate monthly reports to submit to Singapore Customs.

With the successful implementation of the integration with TradeXchange, there is a significant time reduction of 82 per cent, using only an average of 102 man-hours each month to complete the whole process.

This solution allows IBM IPDL to extract the relevant shipping information from their Enterprise Resource Planning (ERP) systems and send it over to TradeXchange. Their LSPs would then login to TradeNet Frontend System to add on to the auto-populated information before submission to Singapore Customs for approval. Subsequently, IBM IPDL receives all their permits electronically and instantly upon approval via the TradeXchange Permit Return Service.

This Permit Return Service greatly facilitates IBM IPDL's reporting and reconciliation efforts by allowing the extraction of data from the approved permits for cross-checking and tracking in their ERP systems. Overall, this service saves IBM IPDL an approximate total of 5,712 man-hours annually, translating to some \$130,000 in cost savings.

Mr Goh Beng Chee, Senior Manager (Business Controls, Finance), IBM IPDL said: "Through integration with TradeXchange, we have effectively increased our productivity by more than 80 per cent. Stakeholders and partners have also taken the opportunity to streamline their work processes, leading to better customer satisfaction."



### **BEFORE AUTOMATION PROCESS**



### WORKFLOW AFTER TRADE PERMIT PREPARATION AND PERMIT RETURN SERVICES



### BENEFITS

- ✓ Seamless process integration
- ✓ Increased efficiency and work productivity with minimal data entry
- ✓ Reduction of errors in Customs declarations
- ✓ Faster trade documentation processing
- ✓ Automatic integration of Customs declaration details
- ✓ Discrepancies are highlighted
- ✓ Easy tracking and paperless record retention
- ✓ Accurate generation of monthly reports for submission to Singapore Customs
- Well-positioned for future enhancement

Visit the TradeXchange website at www.tradexchange.gov.sg to learn more.

# **10 Things** Declaring Agents Should Know

With regard to the roles and responsibilities of a Declaring Agent (DA), here is a list of important qualities DAs should fulfil.

### FULFIL THE "FIT AND PROPER" REQUIREMENT

Prior to and after registration, DAs are required to fulfil the "fit and proper" requirement. DAs are deemed as not meeting the "fit and proper" requirement if:

- They have, or are suspected of having, substantially contravened any provisions of the Customs Act, the Regulation of Imports and Exports Act or any regulations made thereunder or if they have committed material breaches to any terms and conditions set out in the registration of a DA; or
- Any key personnel of the DA is not a fit and proper person.

### **12** NOTIFY SINGAPORE CUSTOMS PROMPTLY OF CHANGES

DAs are required to inform Singapore Customs electronically via TradeNet of any changes to the company's particulars, its key personnel and/or its declarants within seven days.

**03** MAINTAIN CONFIDENTIALITY OF THE TRADENET (TN) USER IDENTIFICATION NUMBERS (IDS) AND PASSWORDS

New declarants are required to sit for and pass the Customs Competency Test before they can be issued with a TN User ID to submit declarations. Existing declarants need not sit for the competency test unless they have been flagged out by Singapore Customs as non-compliant, or failed to fulfil the "fit and proper" requirement. DAs are required to ensure that TN User ID(s) or password(s) assigned to declarant(s) are personal to the declarant(s) and shall not be shared with others.

**14** REGULARLY STRENGTHEN THEIR CUSTOMS DOCUMENTATION AND PROCEDURAL KNOWLEDGE

Customs documentation and procedural knowledge can be found on the Singapore Customs website. DAs can send their declarants to either attend courses conducted by the Singapore Customs Academy (see Training Calendar on page 13), or learn electronically by accessing animated lessons or webcasts available on the Virtual Academy.



### **15** KNOW YOUR CUSTOMERS

When submitting TN declarations on behalf of customers, it is crucial that DAs keep records of customer identities – such as name, identity card or passport number, office or residential address, and local contact details – to enable traceability for Singapore Customs' audits or investigations.

### **16** VERIFY SUPPORTING DOCUMENTS

DAs are required to verify the authenticity of all the supporting documents provided by their customers and to seek further information for clarity, when necessary, especially those produced by walk-in customers.

#### 07 ENSURE PROPER USE OF YOUR COMPANY'S AND CUSTOMER'S UNIQUE ENTITY NUMBER (UEN) TO IMPORT/EXPORT/TRANSHIP GOODS

When submitting TN declarations:

- For your company

   DA should use your company's UEN.
- On behalf of your customers who have a UEN

   DA should use your customer's UEN for transactions
   approved by the customer.
- On behalf of your customers who do not have a UEN and when you are appointed as a consolidator for the shipment
  - DA should use your company's UEN and undertake the responsibility to ensure that all regulatory requirements are complied with.

### **18** MAINTAIN RECORDS OF TRANSACTIONS

DAs are required to maintain proper and adequate records, including:

- Particulars and records of the persons who gave instructions to submit declarations on their behalf (for example, records of profile and particulars of customers);
- Trade documents and records provided by the persons for Singapore Customs to submit declarations on DA's behalf (for example, Bills of Lading, Air Waybills, invoices, Delivery Note, Packing List, End-User Certificates and authorisation letters/instructions);
- Particulars and records of declarants who are registered under them to submit declarations.

These records should be kept for at least five years.

# **19** COMPLY WITH THE TERMS & CONDITIONS (T&CS) AND REQUIREMENTS OF SINGAPORE CUSTOMS

Contravention of any provisions of the Customs Act, Regulation of Imports and Exports Act or any regulations made thereunder or breach of any T&Cs issued (for example, T&Cs for DAs, TN permit conditions) constitutes an offence. DAs may be liable for penalties in the form of:

- Suspension or termination of a company's registration status;
- Downgrading of TradeFIRST banding and the associated benefits; and/or
- Fines and/or jail terms

A copy of the T&Cs for DAs can be found on the DA Governance Framework page on the Singapore Customs website.

### CONTACT SINGAPORE CUSTOMS TO REPORT SUSPICIOUS TRADING ACTIVITIES

If DAs encounter any suspicious transactions, please call Singapore Customs on 1800-233-0000.



#### DECLARING AGENTS VS DECLARANTS

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A **Declaring Agent (DA)** refers to an entity making (through a declarant) an application to Singapore Customs for a permit, certificate, or any other document or form of approval on behalf of a Declaring Entity (DE). This includes instances where the DE is concurrently registered as that DA.

A **declarant** refers to an individual who is authorised by a DA to do any act or thing for the purposes of the Customs Act, Regulation of Imports and Exports Act or any regulations made thereunder on behalf of the DA. This includes instances where the DE is concurrently registered as that DA.

# Proper Classification of Goods and Declaration Procedures

Items that are classified under different Harmonised System (HS) codes should be declared as separate line items in the TradeNet declaration, even if the goods come from the same supplier.

Singapore Customs has observed that there have been instances where traders and Declaring Agents (DAs) have incorrectly declared the HS codes in their TradeNet declarations.

For example, in one case, a DA declared bicycles, bicycle parts (pumps, seats, and pedals), and apparel under the HS code for bicycles. In another case, the DA declared electrical items and fashion accessories under the HS code for documents.

Traders and DAs are reminded that their responsibilities include ensuring all the information declared in the TradeNet declarations is true and correct. Anyone guilty of making an incorrect declaration under the Customs Act is liable on conviction to a fine up to S\$10,000 or the amount of duty and GST payable, whichever is higher, and/or imprisonment for up to 12 months.

Find out more about the proper classification of goods and correct declaration procedures in Circular 08/2014 at www.customs.gov.sg

# Importer's Bid to Distribute Trademark-Infringing Goods to Shops Foiled

Singapore Customs interdicted and sealed the 40-foot container that arrived from Shenzhen, China, on 20 May 2014.



The container was unsealed and inspected at the importer's premises at Playfair Road on 21 May 2014.

When Singapore Customs enforcement officers unsealed and inspected the container, they found 159 cartons and nine sacks containing an assortment of toys, water bottles, bags and accessories featuring popular superhero and comic characters such as Batman, Captain America, Spider-Man, Superman, Transformers, Barney, Care Bears, and Hello Kitty.

More trademark-infringing goods were found when they searched the office of the importer.

The Singapore Police Force (SPF)'s Intellectual Property Rights Branch was immediately notified. The Police arrested a man and a woman for possession of goods with falsely applied trademarks for the purpose of trade under Section 49(c) of the Trade Marks Act (Cap 332), and seized the trademark-infringing goods.

#### INVESTIGATIONS ARE ONGOING

"Singapore does not condone such illegal trading activities," said Mr Tok Choon Min, Acting Head of Operations Management Branch, Singapore Customs.

"The close collaboration between Singapore Customs and the SPF, as demonstrated in this operation, is a reflection of our unwavering determination in ensuring a robust intellectual property rights enforcement regime in Singapore," said Mr Tok.

Anyone who has specific information on illegal trading activities can report it to Singapore Customs via email (customs\_intelligence@customs.gov.sg). All information received will be treated in strict confidence.





Singapore Customs enforcement officers found 159 cartons and nine sacks containing an assortment of toys, water bottles, bags and accessories featuring popular superhero and comic characters such as Batman, Captain America, Barney, and Care Bears in the container.

# Reduced Tariffs for Singapore-Made Exports to Chinese Taipei

The Agreement between Singapore and the Separate Customs Territory of Taiwan, Penghu, Kinmen and Matsu on Economic Partnership (ASTEP) will liberalise and facilitate trade in goods, trade in services and investments between both markets.

Learn about the ROO under the ASTEP from Circular 06/2014 and how to claim preferential tariffs for goods originating from Chinese Taipei from Circular 07/2014 on www.customs.gov.sg

Learn more about ASTEP at www.iesingapore.com/astep

The ASTEP was signed on 7 November 2013 in Singapore. It was implemented on 19 April 2014, after Singapore and the Separate Customs Territory of Taiwan, Penghu, Kinmen and Matsu (Chinese Taipei), both members of the World Trade Organisation (WTO), completed their respective legal and administrative procedures to implement ASTEP.

The comprehensive agreement will liberalise and facilitate trade in goods, trade in services and investments between both markets.

Singapore-based exporters, particularly those in the electronics, chemicals, pharmaceuticals, machinery and processed food products sectors, can benefit from preferential tariff treatment through the agreement's liberal and flexible Rules of Origin (ROO).

Over time, almost all of Singapore's exports to Chinese Taipei will enjoy tariff-free treatment. Currently, about 97 per cent of Singapore's current exports have qualified for immediate tariff-free treatment.

Ahead of ASTEP's implementation, Singapore Customs issued two circulars to guide traders on the ROO under the agreement and how to claim preferential tariffs for imports of goods originating from Chinese Taipei.

Circular 06/2014 outlines the ROO Singapore-made goods need to fulfil for the importers in Chinese Taipei to claim preferential tariff treatment for their export.

Meanwhile, Circular 07/2014 provides guidelines for Singapore importers who want to claim preferential tariff for the goods they bring in from Chinese Taipei.



# Brunei's Second Finance Minister Visits Singapore Customs

Various topics were discussed, including TradeNet and TradeXchange.



Pehin Rahman (third from left) visited Singapore Customs on 19 May 2014 and was hosted by Singapore Customs Director-General Ho Chee Pong (second from right).

His Excellency Yang Berhormat Pehin Orang Kaya Laila Setia Dato Seri Setia Haji Awang Abdul Rahman bin Haji Ibrahim, Second Finance Minister at the Prime Minister's Office, Negara Brunei Darussalam visited Singapore Customs on 19 May 2014. He was hosted by Singapore Customs Director-General Ho Chee Pong.

Pehin Rahman was accompanied by officials from the Bruneian Ministry of Finance and Prime Minister's Office. There were active exchanges between Singapore Customs and Pehin Raman on various topics, including TradeNet and TradeExchange.

The minister was in Singapore as the 43rd Lee Kuan Yew Exchange Fellow from 18 to 25 May 2014. While in Singapore, Pehin Rahman met with senior Government leaders and officials. He also visited a wide range of agencies in Singapore.

Pehin Rahman is the fourth Lee Kuan Yew Exchange Fellow from Brunei. His visit underscores the excellent state of Singapore-Brunei bilateral relations.

# Australian Customs Shares Reform Plans

The exchange served as an excellent platform to build stronger ties between the Singapore and Australian customs administrations.



Regional Director of the Australian Customs and Border Protection Chris Wall (right) called on Singapore Customs' Director-General Ho Chee Pong (left) on 9 May 2014.

On 9 May 2014, Singapore Customs hosted Mr Chris Wall of the Australian Customs and Border Protection (ACBPS), who shared on the latter's reform plans.

Mr Chris Wall, who is Regional Director of the ACBPS, made a presentation on ACBPS reforms.

The ACBPS reform is a five-year plan covering the areas of Culture and Workforce; Trade and Traveller; and Enforcement, Intelligence and Enabling.

As shared in the ACBPS Blueprint for Reform, the need for change comes as the future outlook for Australia's border is particularly challenging. Mr Wall cited the increasingly complex operating environment that customs administrations work in, budget and human resource constraints, and border security as impetus for the reform.

The Blueprint also discussed how people are fundamental in this reform to meet the challenges ahead.

After the presentation, Mr Wall met with Director-General of Singapore Customs Ho Chee Pong. They exchanged views on both administrations' experience and challenges in today's fastchanging operating environment.

Earlier this year, in February, Singapore Customs shared about the Secure Trade Partnership (STP) programme and the lessons learnt from TradeFIRST implementation with Mr Wall and Counsellor Tony McSweeney when they visited Singapore Customs.

# Continuing the Journey from Good to Great

Singapore Customs held its annual Workplan Seminar to communicate upcoming plans to staff and share its direction, guided by the Public Service Transformation, for the current financial year.

A well-deserved pat on the back for Singapore Customs officers was the first order of the day. Director-General Ho Chee Pong acknowledged the efforts that had been put in over the past year. "Keep up the good work. Let's continue to take pride in whatever we do and look out for one another in the team," he said.

Mr Ho then spoke about change in the Civil Service, which includes Singapore Customs, and how the Public Service Transformation (PST) is driving this change.

He explained that issues are getting more complex, customers and partners are becoming increasingly diverse, and public officers are facing greater scrutiny with a more educated and vocal citizenry. The goal is to meet the challenges by being "One Trusted Public Service with Citizens at the Centre".

For a start, working together as one Public Service would mean that various agencies must adopt a whole-of-government approach and mindset, and refrain from working in silos, Mr Ho said.

TradeNet is a clear example, integrating 12 Competent Authorities to function as Singapore's National Single Window to facilitate seamless trade permit clearance. But there is no resting on laurels – a redesign project is in the works to bring collaborations to a new level.

Enforcement is another area where Singapore Customs routinely collaborates with other agencies on joint operations. Mr Ho said that our enforcement colleagues are looking forward to exchange knowhow in skills training, surveillance, forensics and data-sharing with their counterparts from other law enforcement agencies.

Secondly, placing Singaporeans at the centre will guide the conviction that Singapore Customs serves the public.

The agency strives to provide service that is fast, friendly, firm and fair, and our Quality Policy and Service Excellence Framework shape this service culture, Mr Ho said.

Integrity is the third and most important component of the PST, for both Singapore Customs and the larger Public Service, Mr Ho said. "Integrity is the basic ingredient that must exist for our citizens to trust us as public officers to do what is needed for the larger common good."

This is especially when the agency has to deliver policies that may adversely impact some segments of Singaporeans, collect fees, taxes and duties, or impose regulatory penalties for infringements. There is zero tolerance for fraudulent behaviour and misconduct, he added.

Mr Ho acknowledged that transformation is not new to the agency; the journey of excellence since 1998 has culminated in its attainment of the Singapore Quality Award in 2012.

"We have come a long way in our 'Good to Great' journey, and we are now in a very strong position to build on this solid foundation and leverage on the Public Service Transformation momentum to take Singapore Customs to the next level," he said.



Singapore Customs' senior management team fielded questions from staff during the Q&A session.

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## TRAINING CALENDAR PROGRAMME

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

PROGRAMME	DATES
<ul> <li>SC100 BASICS OF EVERY DECLARANT</li> <li>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.</li> <li>The course comprises three modules: <ul> <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> </ul> </li> <li>Participants may register for individual modules.</li> </ul>	7-9 July 2014 // 11-13 August 2014 //
<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> <li>Participants may register for individual modules.</li> </ul>	14 August 2014
<ul> <li>SC400 CUSTOMS COMPETENCY TEST FOR DECLARANTS</li> <li>This module is designed to test an individual's knowledge of the customs procedures and documentation requirements. Upon passing this test, the individual can then apply for registration with Singapore Customs as a declarant to submit TradeNet permit declarations.</li> <li>This is an open-book test comprising 50 multiple-choice questions. The topics tested include: customs procedures, TradeNet declarations, valuation, classification, rules of origin and specialised procedures. The one-hour test can be taken during the AM or PM session.</li> <li>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 Virtual Academy and by visiting the Singapore Customs website.</li> </ul>	4 July 2014 25 July 2014 (AM and PM sessions available)
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 email customs_documentation@customs.gov.sg	17 July 2014 29 September 2014 (AM and PM sessions available)
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	23 July 2014

### TRADERS CLINIC

These one-to-one consultation sessions are an avenue for traders to seek general advice on general customs procedures and services. If you are interested, write in to customs\_documentation@customs.gov.sg to set up a date. Sessions are subject to availability.



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