



Singapore: Government ICT Procurement

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June 2015

Summary

The Government of Singapore will spend \$1.6 billion on infocomm projects during FY2015, an increase from \$1.4 billion in FY2014. It is an early adopter of innovative ICT products and technologies in the region and there are excellent opportunities for U.S. companies to not only sell their proven solutions not only to Singapore but also other ASEAN nations. The U.S.-Singapore Free Trade Agreement (FTA) provides increased access for U.S. firms to Singapore's central government procurement. U.S. firms generally find Singapore to be a receptive, open and lucrative market. Singapore is a signatory to the WTO Agreement on Government Procurement and the Singaporean government procurement system is generally considered fair and transparent.

Market Demand & Data

The Government of Singapore (GOS) is a major buyer of ICT products and services and there are excellent opportunities for U.S. vendors and service providers to sell to the government here. The Infocomm Development Authority (IDA) functions as its Chief Information Office and is responsible for master-planning, project-managing and implementing various infocomm systems and capabilities for the government. It oversees IT standards, policies, guidelines and procedures for the GOS, and manages the infocomm security of critical infocomm infrastructure. In addition, the IDA promotes the adoption of infocomm technology as a key enabler to enhance Singapore's economic competitiveness. It works with both public and private organizations to spearhead the strategic use of infocomm in various sectors such as education, financial services, healthcare, trade and logistics, tourism, hospitality and retail. The IDA works with other public agencies to increase the reach and richness of e-Government services and more than 1,600 public sector services are available online. To make these services even more accessible, the IDA works closely with agencies to make them available on mobile platforms for users to use while on the move.

The Singapore government has made significant investments in ICT projects and the results are reflected in several global survey rankings. Singapore continues to be recognized for its infocomm development efforts, claiming #1 position in the World Economic Forum Global Information Technology Report 2015, moving up from #2 position in 2014. Singapore came in second in the Waseda University International e-Government Ranking in 2014.

In FY2015 (April 1, 2015 to March 31, 2016), the GOS announced it will award Infocomm contracts worth S\$2.2 billion (\$1.6 billion), a 15% increase over FY2014. The announcement can be found at <https://www.ida.gov.sg/About-Us/Newsroom/Media-Releases/2015/Opportunities-Around-for-Industry-and-Government-to-Collaborate-in-Effort-to-Becoming-a-Smart-Nation>. The procurement will focus on areas such as digital and data services, web services, infocomm infrastructure and the development of the "smart nation" platform.

With the successful completion of its iN2015 IT Master Plan, (<https://www.ida.gov.sg/~media/Files/Infocomm%20Landscape/iN2015/Reports/realisingthevisionin2015.pdf>) the Singapore government is now focusing its efforts in realizing its Smart Nation vision with a new 10-year Infocomm and Media Master Plan that will be launched later in the year. The Singapore Government is investing in resources to build infocomm infrastructure, developing citizen-centric services and enhancing overall cyber security within the government. In line with the Smart Nation plans for better government service delivery, government agencies will be leveraging on Agile development, cloud services and data analytics, as well as emerging technologies such as Internet of Things sensors and robotics, to better anticipate and meet citizens' needs. More information on the Plan can be found at <http://www.mci.gov.sg/web/content/infocomm-media-masterplan>.

The GOS Cloud or 'G-Cloud' provides resilient computing resources to meet security and governance requirements across all government agencies in the country. They can currently subscribe to a full range of Infrastructure-as-a-service for hosting GOS websites and e-services. Services available for subscription include storage, network, security, operating systems, middleware and databases. To leverage on the benefits of cloud computing, the IDA plans to set up a Government CloudStore where GOS agencies can procure from a marketplace of qualified cloud offerings from the industry. More information can be found at <http://www.ida.gov.sg/programmes-partnership/sectors/CloudStore>.

The eGov2015 Master Plan (2011-2015) aimed to facilitate greater co-creation and interaction between the GOS, the people and the private sector to bring about greater value creation for Singapore. In acquiring innovative ICT solutions, the Singapore Government encourages co-creation with the infocomm industry through its Call-for-Collaboration (CFC) and Call-for-Proposal (CFP) programs.

One of the CFC initiatives is the invitation to develop Green Data Centers in Singapore. The IDA has issued a CFC to invite proposals from consortiums to develop and pilot innovative solutions that will significantly improve energy efficiency of local data centers in Singapore. Interested parties are encouraged to form consortium with business partners with the relevant expertise, experience and domain knowledge to participate in the CFC. Data centers are a significant and growing energy challenge in Singapore. The CFC is looking to develop a roadmap for Green Data Centers where there are business opportunities for technologies such as software power management, energy-aware workload allocation, dynamic provisioning, energy-aware networking, wireless data centers, and memory type optimization. Other CFCs include:

- Smart & Connected Jurong Lake District Pilots & Trials
- Social Analytics for Business Enterprises
- Cloud Computing
- Harnessing Data for Value Creation
- Smart Airport & Passenger Travel
- Mobile Workforce Solutions
- Mobile Payment Systems

More information on the CFC and CFP programs can be found at <http://www.ida.gov.sg/Programmes-Partnership/Collaboration-Opportunities/Call-For-Collaboration> and <http://www.ida.gov.sg/Programmes-Partnership/Collaboration-Opportunities/Call-For-Proposal>

Best Prospects

Key public sector infocomm tenders for FY 2015 will be called by the Ministry of Education (MOE), Ministry of Manpower (MOM), Singapore Customs (SC), and the National Library Board (NLB). A complete list of ICT tenders by individual government agencies can be found at http://app.mof.gov.sg/mfeupdate/list_plan.asp.

The MOE plans to acquire analytic tools and capabilities to mine from its rich pool of existing data sets. In the next three years, MOE will also acquire ICT services to build and extend its infrastructure in schools and procurement of systems for efficient school administration.

Project Descriptions	Planned Dates of Purchase	Estimated Purchase Value
Wireless@SG services for MOE	September 2015	S\$200,000 – S\$500,000
One-MOE Screening System (OMSS) (Electronic)	September 2015	S\$500,000 – S\$1 million
Development of IT system for the posting of Eos	December 2015	S\$500,000 – S\$1 million
Procurement of Discipline Case	December 2015	S\$500,000 – S\$1 million

Management System		
One-REC Engine	December 2015	S\$1 million – S\$5 million
Development of Relief Staff Management System 2 (REMS2)	January 2016	S\$1 million – S\$5 million

The MOM is seeking to invest in the following areas: User Experience Design, Agile, automated testing, data management and analytics, drones and Internet of Things. MOM is also looking at procurement for next generation work pass system, licensing system for employment agencies and dormitories and a new finance and procurement tracking system.

Project Descriptions	Planned Dates of Purchase	Estimated Purchase Value
Delivery of Laser Engravers for work pass card	August 2015	S\$10 million – S\$50 million
Development of Licensing System for Employment Agencies and Dormitories for Foreign Workers (with option for maintenance)	September 2015	S\$5 million – S\$10 million
Provision of Call Management System	September 2015	S\$200,000 – S\$500,000
Consolidated Software Maintenance (3 years)	February 2016	S\$5 million – S\$10 million

To develop Singapore as a secure trade hub, the Singapore Customs and IDA will be revamping their National Trade Infrastructure. The enhanced infrastructure will provide greater resiliency and alignment to further strengthen Singapore's trading system and value-add to businesses. The new system, tentatively known as new National Trade Infrastructure, is a keystone project for the Government.

Project Descriptions	Planned Dates of Purchase	Estimated Purchase Value
To procure Call Centre service with ability to capture detailed call data to conduct data analytics, tracking of callers' past history of interaction with Singapore Customs, provide self-help options to retrieve information, etc.	August 2015	>S\$200million – S\$500 million
Vmware software upgrade	September 2015	<S\$200,000
Tech Refresh of SAN for ICS	September 2015	>S\$200 million – S\$500 million
Agency LAN Remediation	September 2015	>S\$200 million – S\$500 million
Network Revamp for RH	September 2015	>S\$500,000 – S\$1 million

The NLB's key projects are aimed at providing excellent customer services for library users by using analytics. Through automation and self-service, NLB also aims to increase productivity, allowing library staff to focus more on user experience.

Project Descriptions	Planned Dates of Purchase	Estimated Purchase Value
Development and installation of self-service reservation lockers at public libraries	July 2015	>S\$1million – S\$5 million
Provision of infocomm facilities at collaborative spaces in the public libraries to support sharing, collaboration and co-creation	July 2015	>S\$1million – S\$5 million
Library guide/information kiosk that automate routine front-line services through intelligent & self-service enquiry system which provides digital concierge service	July 2015	>S\$1 million – S\$5 million
Delivery of a new Events Management System, a new mobile-enabled interface for the Golibrary website and Golibrary App for booking of events and rooms	August 2015	S\$500,000 – S\$1 million
Multimedia displays will highlight library happenings, showcase Singapore heritage and NLB's unique Singapore digital content and live streaming of library programs	August 2015	>S\$1 million – S\$5 million
Appointment of a contractor to provide IT Facility management services for the NLB	September 2015	>S\$1 million – S\$5 million
Mobile app development to provide interactive and personalized library experience for patrons, and transform in-library services into patrons' mobile devices	September 2015	S\$500,000 – S\$1 million
E-reading stations at public libraries to provide digital and immersive reading experience at differentiated learning spaces by demographic groups to facilitate learning	September 2015	S\$500,000 – S\$1 million

Technology refresh and business functional enhancement of existing CREST (Corporate Resource System), a shared system for HR/Finance & Procurement functions serving six or more agencies	December 2015	>S\$50 million
To develop an inventory system to capture the location of items and tracking the movement of archival materials in the inventory	February 2016	>S\$500,000 – S\$1 million

Key Suppliers

Key suppliers to the GOS include major vendors from around the world. U.S. vendors such as Dell, IBM, HP, Cisco Systems, Microsoft, Oracle, EDS, and Ebsco International Inc., Silicon Graphics Pte, Ltd, have successfully tendered for Singapore government projects. Other major foreign suppliers include Fujitsu Asia Pte. Ltd, AAM Group, HGH Infrared Systems, and Nera Telecommunications Pte. Ltd. Key local companies include NCS, ST Engineering, ST Electronics (Info-Comm Systems) Pte. Ltd., 1-Net Singapore Pte. Ltd., and AviationLearn Pte. Ltd. A list of major suppliers can be found at <https://www.gebiz.gov.sg/scripts/main.do?select=pasttenderId>.

Prospective Buyer

Key GOS buyers in FY2015 are the Ministry of Education (MOE), the Ministry of Manpower (MOM), Singapore Customs, and National Library Board (NLB). U.S. Companies interested in doing business in Singapore should review GeBIZ (<http://www.gebiz.gov.sg/>), the Singapore government's one-stop e-procurement portal where all public sector invitations for quotations and tenders are posted. Both local and foreign suppliers are able to search for government procurement opportunities, download tender documents, and submit their bids online. Tenders are given to the most cost-effective solutions proposed by the suppliers. The Singapore government agencies evaluate suppliers' offer not only in terms of price but also quality of goods and services, timeliness in delivery, reliability, after-sales services and whether they complied with all the requirements in the tender specifications.

The GOS is also encouraging co-creation and collaborations with the infocomm industry. U.S. vendors interested in collaborating with the GOS will be able to find projects at <http://www.ida.gov.sg/Programmes-Partnership/Collaboration-Opportunities>.

Market Entry

U.S. companies interested in supplying to the GOS should keep itself updated with announcements made by the IDA. In addition to open tenders, the IDA shortlists applicants and invites shortlisted applicants to submit their tenders and also issues CFC and CFP. Partnering with established companies which are already supplying to the GOS is an effective and efficient way to enter the Singapore government market. These distributors, system integrators, consultants, and major vendors are experienced and educated about local conditions and government requirements.

Market Issues & Obstacles

The GOS is a major purchaser of ICT products and its open market creates opportunities and competition. Singapore does not impose tariffs on most goods including ICT products thus U.S. companies will need to compete with other worldwide suppliers. Singapore is a signatory to the WTO Agreement on Government Procurement and U.S. firms generally find Singapore to be a receptive and open market.

Singapore operates a Mutual Recognition Arrangement (MRA) on telecom equipment certification with the U.S. The MRA provides for direct entry of telecommunications into either market without the need for additional testing and certification. Under the Asian Pacific Economic Cooperation (APEC) Telecommunications MRA implemented between the U.S. and Singapore, products can be tested and certified in the United States for conformance with Singapore's technical requirements. A list of the recognized U.S. testing and certification agencies can be found at:

www.ida.gov.sg/Policies-and-Regulations/International-Relations-For-Telecom/Testing-Laboratories-and-Certification-Bodies-Recognised-by-IDA.

The U.S. and Singapore signed a Free Trade Agreement (FTA) in May 2003 that went into effect January 1, 2004. The FTA provides increased access for U.S. firms to Singapore's central government procurement and makes Singapore one of the strongest Intellectual Property Rights (IPR) regimes outside of the United States, thus provides strong IPR protection to American firms in Singapore. More information on the FTA can be found at <http://www.ustr.gov/trade-agreements/free-trade-agreements/singapore-fta>.

Resources & Contacts

Infocomm Development Authority of Singapore: <http://www.ida.gov.sg>

List of Singapore Government Tenders: http://app.mof.gov.sg/mfeupdate/list_plan.asp

eGovernment: <http://www.egov.gov.sg/>

GeBiz e-Procurement Portal: <http://www.gebiz.gov.sg>

iN2015 10-Year IT Masterplan:

<https://www.ida.gov.sg/~media/Files/Infocomm%20Landscape/iN2015/Reports/realisingthevisionin2015.pdf>

Infocomm and Media Master Plan: <http://www.mci.gov.sg/web/content/infocomm-media-masterplan>

For More Information

The U.S. Commercial Service in Singapore can be contacted via e-mail at: Sweehoon.Chia@trade.gov; Phone: +65 6476-9403; Fax: +65 6476 9080; or visit our website: <http://www.buyusa.gov/singapore>

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Comments and Suggestions: We welcome your comments and suggestions regarding this market research. You can e-mail us your comments/suggestions to: Customer.Care@trade.gov. Please include the name of the applicable market research in your e-mail. We greatly appreciate your feedback.

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