

SME Pro-Enterprise Office
中小企业亲商办事处

Background

Singapore's strong reputation as a business-friendly economy is supported by a regulatory regime that facilitates the growth of good businesses. The Alliance for Action on Business Competitiveness, which was set up and concluded its work in 2024, had provided feedback that the Government can do more to support enterprises in navigating Government regulations. The Government recognises that more can be done to reduce businesses' regulatory burden, and better support businesses to capture opportunities amid growing global competition.

In line with this, Senior Minister of State for Trade and Industry Low Yen Ling announced in September 2024 that the Small and Medium-Sized Enterprises Pro-Enterprise Office (SME PEO) would be established under Enterprise Singapore (EnterpriseSG).

The SME PEO will begin operations from 26 March 2025. SMEs can give their feedback on regulations to the SME PEO via an online form, a hotline or by visiting any of the SME Centres at 10 locations island-wide to speak to SME Centre representatives.

What does SME PEO do?

The SME PEO is the key coordination unit within the Government to help businesses with their feedback on regulations that span multiple public agencies, or relate to new or emerging sectors where regulations are unclear or still being developed.

The new office will:

- a. Triage and direct regulatory feedback received from businesses to relevant public agencies for review
- b. Establish and track Whole-of-Government case management service standards on regulatory issues; and
- c. Analyse the enquiries and feedback received, monitor resolution outcomes and identify systemic regulatory issues.

The SME PEO complements the work of the Pro-Enterprise Panel and other public agencies, which will continue to engage businesses in seeking regulatory feedback and handling cases that are straightforward and specific to their agencies through their own hotlines or feedback channels.

Contact details of SME PEO

More information on the SME PEO can be found at
www.enterprisesg.gov.sg/smepeo

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