

MEDIA RELEASE

16 July 2013

CASE and Direct Selling Association of Singapore collaborate to develop joint accreditation scheme for Direct Selling Industry

The Consumers Association of Singapore (CASE) and the Direct Selling Association of Singapore (DSAS) will be signing a Memorandum of Understanding on the 17th of July 2013 to jointly develop a voluntary CaseTrust - DSAS accreditation scheme for the direct selling industry.

DSAS has approached CASE on their own initiative to develop a Joint Accreditation Scheme so as to assist its members in uplifting their professionalism and business image, taking consumer protection and fair trading one step further. CASE supports DSAS's efforts to promote fair and ethical conduct in the direct selling business of its members and this MOU can be seen as an outward testimony of DSAS' commitment to work with CASE to uplift the industry and to give consumers even greater assurance.

Both associations envisage to officially launch the non-mandatory scheme within nine months of this MOU or earlier and 19 DSAS members have already pledged their support to join this scheme.

DSAS's members seeking accreditation will be subjected to a stringent set of criteria that addresses good business practices. The common problems in this industry are that of pressure selling and taking advantage of the elderly during door-to-door sales. These issues will be adequately addressed through our consumer-friendly policies such as the right to cancel a contract under the 7-day Cooling Off Period for a full refund and that all staff are to practice ethical selling. With the collaboration between CASE and DSAS, DSAS's members and their consumers will also benefit from the proper dispute-handling mechanisms in place and will be given access to mediation facilities at CASE to resolve their disputes.

DSAS was founded in 1976 and currently has 22 members. They are all governed by the Association's strict Code of Ethics that require the direct sellers within their distribution system to

practice responsible and ethical selling. DSAS has agreed to take responsibility for agents under their charge, and will require all their members to comply with the requirements of the Consumer Protection (Fair Trading) Act (Cap. 52A), the Consumer Protection (Fair Trading) (Cancellation of Contracts) Regulations 2009, the Consumer Protection (Fair Trading) (Opt-Out Practices) Regulations 2009, the Multi-Level Marketing and Pyramid Selling (Prohibition) Act (Cap. 190), the Multi-Level Marketing and Pyramid Selling (Excluded Schemes and Arrangements) Order.

As of 30th June 2013, CASE has signed a total of 31 MOUs with various local associations and even our overseas counterparts such as the Consumer Coordination Council (India) and the Federation of Malaysian Consumers Association (FOMCA). These MOUs have served as a formal agreement between both parties to protect consumers' interests through the adoption of fair business transactions and practices.

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President

Consumers Association of Singapore (CASE)