



CONSUMERS ASSOCIATION OF SINGAPORE

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MEDIA RELEASE

For Immediate Release

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CASE appoints new Executive Director

The Consumers Association of Singapore (“CASE”) has appointed Ms Lee Siow Hwee, 42, as its new Executive Director with effect from 1 April 2021. Ms Lee succeeds Mr Loy York Jiun, 47, who has returned to the National Trades Union Congress (“NTUC”).

Mr Loy York Jiun (黎学俊)

Mr Loy York Jiun was seconded from the NTUC to CASE as its Deputy Executive Director on 1 April 2016 and was subsequently appointed Executive Director on 1 January 2017.

Under Mr Loy’s leadership, CASE stepped up its efforts to educate consumers on their rights, particularly in the area of e-commerce purchases due to the shift in consumer spending behaviours. CASE also took firm action against errant e-commerce retailers to protect consumers.

In 2018, CASE engaged three airlines operating in Singapore to cease the practice of pre-selection of travel insurance via their online ticketing and booking platforms. In 2019, CASE flagged out an e-commerce platform for misleading its customers with fine print and for automatically enrolling them into a membership. The e-commerce platform was subsequently referred to the Competition and Consumer Commission of Singapore (“CCCS”) for investigation under the Consumer Protection (Fair Trading) Act (“CPFTA”), and an injunction was obtained against the e-commerce platform.

Mr Loy also worked closely with Enterprise Singapore (“ESG”) and the Singapore Standards Council (“SSC”) to launch Singapore’s first e-commerce standard, Technical Reference 76 (“TR76”) to give consumers access to transparent product and pricing information so that they can shop with greater assurance. Additionally, Mr Loy enhanced CASE’s efforts to help consumers make informed purchasing decisions by operationalising price comparison platforms, Price Kaki and Fuel Kaki.

Ms Lee Siow Hwee (李小慧)

Prior to joining CASE, Ms Lee Siow Hwee served in the People’s Association (“PA”) for 18 years. She held several appointments, including Deputy General Manager of Central Singapore Community Development Council (“CS CDC”), and Constituency Director of Moulmein-Cairnhill and Jurong Central Constituency Offices.

During her stint with PA, Ms Lee has worked with organisations and companies from the People, Private and Public (“3Ps”) sectors to build and bridge communities at district- and constituency-levels. She was actively involved in engaging stakeholders to identify and bridge gaps, particularly for the vulnerable communities. During the peak of the Coronavirus Disease 19 (“COVID-19”) situation in 2020, she led several national assistance schemes to support affected households and local businesses in Central Singapore district. The schemes include the CDC Student Meals Scheme and CDC Vouchers Scheme.

Ms Lee holds a Bachelor of Science (Psychology) degree from the University of Southern Queensland.

In Appreciation

CASE extends its appreciation to Mr Loy York Jiun for his contributions to the consumer movement and wishes him all the best in his future endeavours. CASE also would like to warmly welcome Ms Lee Siow Hwee as its incoming Executive Director.

Mr Lim Biow Chuan, President, CASE said: “On behalf of the CASE Central Committee, Management and staff, I would like to thank York Jiun for his contributions in the last five years. He pushed hard for consumers to be protected and oversaw CASE’s strategic shift in its approach of educating consumers amid an evolving consumer landscape. With Siow Hwee’s extensive experience in working with stakeholders and connecting with residents on the ground, I am confident that she will build on York Jiun’s good work to educate and empower consumers in these challenging times.”

Lim Biow Chuan
President
Consumers Association of Singapore

About the Consumers Association of Singapore:

The Consumers Association of Singapore (CASE) is an independent, non-profit organisation that is committed towards protecting consumers’ interest through information and education and promoting an environment of fair and ethical trade practices. One of its key achievements is in advocating for the Consumer Protection (Fair Trading) Act (CPFTA) which came into effect on 1 March 2004.

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