



CONSUMERS ASSOCIATION OF SINGAPORE

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MEDIA RELEASE

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For Immediate Release

CASE appoints new Executive Director Loy York Jiun

The Consumers Association of Singapore (CASE) has appointed Mr Loy York Jiun, age 43, to take over as the new Executive Director of CASE with effect from 1 January 2017. Mr Seah Seng Choon, age 64, the former Executive Director will be re-employed in CASE as the Advisor.

Mr Loy York Jiun was appointed as the Deputy Executive Director on 1 April 2016. He has held various senior appointments within NTUC and was Director, Corporate Planning Secretariat. He served as the General Manager of South West CDC from 1999 to 2001. He was an Overseas Merit Scholar and graduated in 1996 with a degree in Engineering.

Commenting on his appointment as the new Executive Director of CASE, Mr Loy York Jiun said, "*CASE has been playing a critical role as a consumer advocate and champion with Seng Choon as its most visible face. I hope to build on Seng Choon's good work and the strong foundation that he has laid. I look forward to working with our dedicated group of volunteers and staff, as well as Government and industry partners, to strengthen consumer protection in Singapore and in particular, consumer education.*"

Mr Seah Seng Choon has served CASE as the Executive Director since early 2002. Under his leadership for the past 15 years, CASE has marked several milestones: among the most important being the passage and implementation of the Consumer Protection (Fair Trading) Act (CPFTA) and the Lemon Law which took effect in 2004 and 2012 respectively. He also pushed for greater collaboration with over 40 local and international organisations to work together to protect consumers' interests.

In his tenure with CASE, he has also beefed up consumer protection by introducing regular surveys and testing on consumer products and services to verify claims made by retailers and ensure that they are safe for use or consumption.

Mr Lim Biow Chuan, President of CASE said, *"I thank Seng Choon for his past contributions in building up CASE to what it is today. As CASE is the linchpin of consumer protection in Singapore, it is important that we continue to build on our work in protecting consumers' interests. I am confident that York Jiun will be able to take CASE to the next level of excellence and I look forward to working closely with him in the future."*

Mr Seah Seng Choon adds, *"I am thankful for the opportunity to serve and contribute to the consumer movement as the Executive Director of CASE since early 2002. I am glad to have played a part in building CASE to what it is today. It is timely for me to pass the baton to York Jiun to continue the journey to bring CASE to new heights. I thank all volunteers, partners and staff for their support during my tenure as the Executive Director."*

The Central Committee Members, Management and Staff of CASE would like to welcome Mr Loy York Jiun as the new Executive Director and extend our appreciation to Mr Seah Seng Choon for his valuable service and contributions to CASE. We are happy that he has agreed to continue working in CASE as an Advisor so that we can continue to tap on his vast experience and knowledge about consumer matters.

Lim Biow Chuan

President

Consumers Association of Singapore (CASE)