



CONSUMERS ASSOCIATION OF SINGAPORE

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MEDIA RELEASE

For Immediate Release

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CASE re-elects Melvin Yong as President and appoints new members on its Central Committee to improve consumer education efforts

The Consumers Association of Singapore (“CASE”) is pleased to announce the re-election of Mr Melvin Yong as President of its Central Committee for the term 2024 to 2027.

This follows CASE’s 51st Annual General Meeting held today, where eight new members were added to the Central Committee. The new Central Committee, comprising 19 elected and co-opted members, will guide CASE in its efforts in enhancing consumer protection amidst the evolving consumer landscape.

In Appreciation and Reflection

CASE extends its appreciation to the outgoing Central Committee members for their contributions in the past three years. Their advocacy efforts are evident in the CASE survey results published in 2023, which indicated a rise in consumer awareness to 62.6 per cent, an increase of over 10 per cent since 2020.

To strengthen safeguards in e-commerce, CASE introduced the Standard Dispute Management Framework for E-marketplaces in 2021 to help consumer resolve disputes quickly and efficiently. The launch of the CaseTrust Accreditation Scheme for E-businesses in 2022 also serves as an industry benchmark for e-businesses that are committed to fair and transparent business practices, allowing consumers to easily identify reliable online merchants.

In January 2023, CASE launched the unit pricing feature on its popular Price Kaki mobile application to combat shrinkflation. Price Kaki has been downloaded by over 158,000 users, who use the application to compare prices of over 10,000 daily essentials and 75,000 cooked food items. CASE is also working closely with the People’s Association to recruit 2,000 Price Kaki Champions to help more consumers learn how to use Price Kaki to find the best deals in their neighbourhood.

To provide consumers with access to affordable dispute resolution services, CASE signed a Memorandum of Understanding (“MOU”) with the National Trades Union Congress (“NTUC”) in 2022 to extend free consumer dispute resolution services to over one million NTUC members.

In June 2024, CASE announced a collaboration with the Law Society of Singapore where consumers and businesses can opt for a non-binding neutral evaluation, giving them more options, flexibility and autonomy in how their disputes could be resolved without having to go to court.

Mr Melvin Yong, President, CASE said: “CASE has made significant strides in consumer protection over the past three years, and I extend my heartfelt gratitude to our outgoing members for their contributions during their tenure. In particular, I would like to thank Professor Ang Peng Hwa who had served in various committees for almost three decades. As chairman of the Advertising Standards Authority of Singapore (“ASAS”), Professor Ang was instrumental in promoting ethical advertising and in establishing the Guidelines on Interactive Marketing Communication and Social Media.”

New CASE Central Committee Members

Looking ahead to the new term of the Central Committee, the eight new members will bring fresh perspectives to bolster CASE's mission to enhance consumer protection and empowerment in Singapore. Mr Yong said: “I welcome our new members who bring with them professional experiences and expertise that will augment CASE’s consumer protection efforts. Amidst the fast-evolving consumer landscape, we want to improve our communication channels to better reach out, inform and empower consumers.”

Ms Samantha Wong, Chief Executive Officer, Emagine, has been appointed as Assistant Treasurer. Samantha’s professional background in financial planning and current role in digital marketing will help CASE in our endeavour to educate consumers about the importance of managing their credit risk and financial well-being. “I am delighted to join CASE to help play a part in protecting consumers’ interests. Financial literacy and education are important aspects of consumer protection, and I look forward to working with CASE to empower consumers with the knowledge to make informed purchase decisions.”

Another new member to the Central Committee is Ms Irene Ang, Chief Executive Officer, Fly Entertainment. Irene’s expertise in engagement and content strategy will guide CASE in our consumer education efforts. “I am excited to join CASE and be a voice for consumers. This is a great opportunity and I hope to be able to contribute meaningfully with my experience to empower and connect with the community.”

Refer to Annex A for the composition of the new Central Committee.

Moving Forward

Mr Yong said: “We have been working with the government to review existing consumer protection legislations and I hope that the laws can be updated in this new term to address issues such as social commerce disputes, fake reviews and prepayment losses. We are in the midst of refreshing the Price Kaki app to add more features for users and we will also double down on our initiatives to help consumers stretch their dollar. There is certainly a lot on our plate and I look forward to working with the new Committee to further strengthen consumer protection in Singapore.”

Dexter Tay
Executive Director
Consumers Association of Singapore

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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.

Annex A

CASE Central Committee (2024-2027)

President	Mr Melvin Yong Yik Chye
Vice Presidents	Mr Toh Yong Chuan Dr Toh Mun Heng Dr Gary Low Wing Li
Secretary (Ex-officio)	Mr Dexter Tay Hai Hong
Treasurer	Mr Hao Bo
Assistant Treasurer	Ms Samantha Wong Mun Chien*
Members	Ms Irene Ang Ai Ling* Mr Alvin Cheong Khai Rhan* Ms Verene Cheong Kaiqi* Mr Jayems Dhingra Mr Alvin Koh Meng Sing* Ms Eleanor Lin Youshan Mr Daniel Loh Joo Shia* Mr Mohamad Bin Abu Bakar Mr Neo Lai Heng* Mr Linus Ng Siew Hoong Mr Bryan Tan Suan Tiu* Mr Toh Kok Seng Dr Aidan M Wong

**New members to the CASE Central Committee*