



# CONSUMERS ASSOCIATION OF SINGAPORE

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## MEDIA RELEASE

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**For Immediate Release**

**11 June 2021**

### **Melvin Yong elected as new CASE President**

The Consumers Association of Singapore (“CASE”) would like to announce that Mr Melvin Yong has been elected President of the new Central Committee for the term 2021 to 2024. This follows CASE’s 48th Annual General Meeting held today, where the new Central Committee was also elected and/or appointed into office. Mr Yong succeeds Mr Lim Biow Chuan who had helmed CASE since 2012.

#### **Mr Lim Biow Chuan (林谋泉)**

Mr Lim Biow Chuan, 58, was first elected CASE President on 23 June 2012. He served as its Vice President from 2006 to 2012.

Under Mr Lim’s leadership, CASE took firm and decisive steps to protect consumers by publicising and flagging out errant businesses and unfair practices to warn and alert consumers. Since 2012, CASE issued several advisories against businesses in the beauty, motorcars, home renovation, and furniture industries where consumers tend to purchase big-ticket items. CASE also went after recalcitrant businesses and signed Voluntary Compliance Agreements (“VCAs”) with 22 errant businesses who then undertake to cease their unfair practices and compensate affected consumers. During Mr Lim’s tenure, CASE successfully obtained injunctions against a timeshare firm in 2013 and a furniture trader in 2015 for engaging in unfair practices. Following the amendment of the Consumer Protection (Fair Trading) Act (“CPFTA”) in September 2016 to strengthen existing measures against errant businesses that persist in unfair practices, CASE worked closely with the Competition and Consumer Commission of Singapore (“CCCS”) to protect consumers. As a result, injunctions were obtained against a motorcar importer and dealer in 2019 and an e-commerce fashion retailer in 2020.

Mr Lim also spearheaded CASE’s efforts to promote fair trading and ethical business practices among businesses and industries to boost consumer confidence. CASE, under its accreditation arm, CaseTrust, developed and launched joint accreditation schemes with industry associations, such as the Direct Selling Association of Singapore (“DSAS”), the Singapore Renovation Contractors and Materials Suppliers Association (“RCMA”), and the Singapore Jewellers Association (“SJA”). Businesses accredited under these schemes adhere to a stringent set of criteria, such as practising ethical sales, ensuring prepayment protection for consumers<sup>1</sup>, as well as having proper dispute resolution mechanisms to resolve consumer complaints. Over the years, CaseTrust has been recognised by the industry and regulators as the benchmark for good business practices. As at 31 May 2021, CaseTrust had accredited 771 entities. These schemes provide assurance and confidence to consumers when they shop.

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<sup>1</sup> To enhance consumer’s protection, businesses accredited under the following CaseTrust Schemes are required to protect the prepayments/deposits made by consumers: (i) CaseTrust Spa and Wellness Scheme; (ii) CaseTrust-Hair & Cosmetology Association Singapore (“HACOS”) Joint Accreditation Scheme (for Hair & Cosmetology Businesses); and (iii) CaseTrust Renovation Business Scheme.

Mr Lim also worked with the Ministry of Trade and Industry (“MTI”) to advocate for the enactment of the Lemon Law<sup>2</sup> provisions under the CPFTA before it took effect in September 2012. To educate consumers on the protection afforded by the Lemon Law and businesses on their obligations under the Lemon Law, CASE held numerous consumer outreach events and seminars with industry associations and businesses. Mr Lim also played an instrumental role in advocating for additional protection for consumers. Arising from the high volume of complaints received against timeshare companies for pressure sales tactics, he advocated for legislation to prevent timeshare companies from collecting deposits during the cooling-off period. In April 2014, the Consumer Protection (Fair Trading) (Cancellation of Contracts) Regulations was amended to prohibit timeshare companies from collecting deposits during the cooling-off period. Due to CASE’s efforts, the number of complaints against timeshare companies fell significantly.

### **Mr Melvin Yong (杨益财)**

Mr Melvin Yong, 49, is currently Assistant Secretary-General of the National Trades Union Congress (NTUC) and Executive Secretary of the National Transport Workers’ Union (NTWU). He is also the Member of Parliament for Radin Mas SMC.

Mr Yong was first elected to the CASE Central Committee in June 2018 and was subsequently elected as Vice President in November 2019.

As Chairperson of CASE’s Consumer Empowerment Taskforce, he oversaw the conceptualisation and development of two key projects, Price Kaki and Fuel Kaki, to empower consumers to make informed purchasing decisions.

With Price Kaki, consumers have easy access to in-store retail prices and promotions of common household items, groceries, and hawker food. This helps them compare prices and stretch their hard-earned dollar. Since its launch in September 2019, there has been more than 72,000 downloads of the Price Kaki app.

With Fuel Kaki, consumers have access to timely information on pump prices and promotions for effective comparison amid different promotions and discounts offered by various fuel retailers and their partners. Since its launch in January 2020, the retail fuel price comparison website has seen an average of more than 25,000 visitors every month.

### **In Appreciation**

Mr Melvin Yong, President, CASE said: “On behalf of CASE, I would like to thank Mr Lim Biow Chuan for his passion and dedication in advancing the consumer movement in Singapore. I would also like to extend my sincere appreciation to the outgoing Central Committee members for their contributions over the many years. As CASE commemorates its 50th anniversary this year, it is timely that we take stock of our achievements and consider how we can continue to be relevant and respond to the needs of consumers. I will work closely with the new Central Committee, management and staff to look into how we can better protect and empower consumers in this new digital age.”

Please refer to Annex A for the composition of the new Central Committee.

Lee Siow Hwee  
Executive Director  
Consumers Association of Singapore

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<sup>2</sup> Part III of the Consumer Protection (Fair Trading) Act, colloquially known as the Lemon Law, provides consumers with additional rights for non-conforming goods.

**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.

For more information, please visit the CASE website at <http://www.case.org.sg> or follow us on:

Facebook: [www.facebook.com/casesg](http://www.facebook.com/casesg)

Twitter: [www.twitter.com/casesg](http://www.twitter.com/casesg)

## Annex A

### CASE Central Committee (2021-2024)

<b>President</b>	Mr Melvin Yong Yik Chye
<b>Vice Presidents</b>	Prof Ang Peng Hwa Mr Toh Yong Chuan Dr Toh Mun Heng
<b>Immediate Past President</b>	Mr Lim Biow Chuan
<b>Secretary</b>	Ms Lee Siow Hwee
<b>Treasurer</b>	Dr Gary Low Wing Li
<b>Assistant Treasurer</b>	Mr David Hao Bo*
<b>Members</b>	Mr Ang Hin Kee Mr Jayems Dhingra Mr Robin Foo Mr Lim Wen Sheng* Ms Eleanor Lin Youshan Mr Mohamad Bin Abu Bakar Ms Moi Sok Ling Mr John Ng Lee Chye Mr Linus Ng Siew Hoong Ms Ng Yanli* Ms Sia Aik Kor Mr Toh Kok Seng Dr Aidan M Wong*

*\*New members to the CASE Central Committee*