



CONSUMERS ASSOCIATION OF SINGAPORE

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MEDIA RELEASE

For Immediate Release

1 April 2024

CASE appoints new Executive Director

The Consumers Association of Singapore (“CASE”) has appointed Mr Dexter Tay Hai Hong as its new Executive Director, with effect from 1 April 2024. Mr Tay succeeds Ms Lee Siow Hwee, who was on secondment from the People’s Association (“PA”).

Ms Lee Siow Hwee (李小慧)

Ms Lee Siow Hwee was seconded to CASE as its Executive Director on 1 April 2021.

As Executive Director, Ms Lee led efforts to streamline and enhance CASE’s suite of services to consumers through the COVID-19 pandemic, including the introduction of online mediation which provided consumers with a safe and convenient platform for dispute resolution and the launch of an integrated one-stop website which provided consumers with the ease and convenience of having their queries answered round the clock.

In 2022, Ms Lee helped extend CASE’s dispute resolution services to all members of the National Trades Union Congress (“NTUC”). Through this partnership, more than one million NTUC members can tap on CASE’s dispute resolution services for free.

Amidst consumer concerns over higher cost of daily essentials, Ms Lee oversaw the launch of a collaboration between CASE and PA to recruit 2,000 community volunteers from PA as Price Kaki Champions to suss out good deals in the neighbourhoods and help promote awareness of Price Kaki within their community.

Mr Dexter Tay Hai Hong (郑海鸿)

Mr Tay, currently CASE’s Deputy Director, will be promoted to Executive Director on 1 April 2024.

Prior to CASE, Mr Tay worked in various public sector and people sector agencies, including the Ministry of Sustainability and the Environment, NTUC, Ministry of Transport and Land Transport Authority.

Mr Tay holds a Master of Science (Project Management) and a Bachelor of Social Sciences (Communications and New Media) from the National University of Singapore.

In Appreciation

Mr Melvin Yong, President, CASE said: “I would like to thank Siow Hwee for her contributions in the past three years. She played an important role in leading CASE through the COVID-19 pandemic and responding to emerging consumer trends and challenges. As Executive Director, she enhanced CASE’s suite of services to consumers, extended the reach of our dispute resolution services to more consumers, and expanded our pool of community volunteers.”

Melvin Yong
President
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 to 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

<p>Ms Lee Siow Hwee (李小慧)</p>	 A portrait of Ms Lee Siow Hwee, a woman with long dark hair, wearing a dark blue short-sleeved top. She is smiling slightly and looking towards the camera.
<p>Mr Dexter Tay Hai Hong (郑海鸿)</p>	 A portrait of Mr Dexter Tay Hai Hong, a man with short dark hair, wearing a dark blue polo shirt with a white logo on the chest. The logo consists of a stylized 'H' above the word 'CASE'. He is smiling and looking towards the camera.