



# CONSUMERS ASSOCIATION OF SINGAPORE

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## MEDIA RELEASE

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**For Immediate Release**

**2 March 2026**

### **Consumer Protection Review Panel to seek public's views on consumer issues**

The Consumer Protection Review Panel (“the Panel”) announced today that it will be seeking public feedback on emerging consumer concerns from 16 March 2026 to 19 April 2026. The feedback received will assist the Panel in developing recommendations to drive consumer empowerment, raise consumer protection standards and propose enhancements to regulatory levers.

This is the first comprehensive review of Singapore’s consumer protection regime since the last major amendment to the Consumer Protection (Fair Trading) Act (“CPFTA”) in 2018. Since then, consumer preferences and industry practices have changed significantly.

The Panel is studying a wide range of emerging consumer issues, including prepayment losses for big-ticket purchases and prepaid packages, pressure sales tactics in the beauty and wellness sector, misleading and manipulative user interfaces on e-commerce platforms, disamenities in the entertainment sector and access to recourse in the event of disputes.

The public consultation will focus on consumer experiences and pain points, industry norms and challenges, international trends and best practices related to emerging consumer issues.

Convened by the Government in March 2025 and supported by the Consumers Association of Singapore (“CASE”), the Panel is co-chaired by Mr Melvin Yong, President, CASE and Ms Foo Tuat Yien, a former judicial commissioner. The Panel also comprises academics, legal representatives and relevant industry leaders<sup>1</sup>.

The Panel invites consumers and stakeholders to share their views via the following avenues:

#### **(a) Stakeholder Engagements**

The Panel will be engaging industry stakeholders such as trade associations and businesses through targeted stakeholder dialogues and focus group discussions.

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<sup>1</sup> Refer to Annex A for the composition of the Panel and biographies of the members.

## **(b) Consumer Survey**

The Panel has commissioned a consultancy to conduct a large-scale consumer survey with a sampling that is representative of Singapore's population demographics.

The public consultation will run from 16 March 2026 to 19 April 2026.

The Panel will study the feedback received thoroughly as part of its deliberation and submit its recommendations to the Government in the second half of 2026.

Mr Melvin Yong, Co-Chair, Consumer Protection Review Panel said: "The consumer landscape has evolved significantly in recent years, with new business models, digital platforms, and emerging transaction risks adding new dimensions to traditional consumer concerns. However, policies and practices have not always kept pace with these rapid changes. I encourage consumers and businesses alike to share your concerns with the Panel, so that we can develop recommendations that are balanced and fair for everyone."

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### **For media queries, please contact:**

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### **About the Consumer Protection Review Panel:**

The Consumer Protection Review Panel ("the Panel") is an independent multi-stakeholder body established by the Ministry of Trade and Industry ("MTI") in March 2025 to review and strengthen Singapore's consumer protection framework. Comprising experts from government agencies, industry associations, academia and consumer bodies, the Panel is studying emerging consumer issues such as prepayment losses and high-pressure sales tactics. CASE provides secretariat support to the Panel.

### **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") 2003 which came into effect on 1 March 2004.

For more information, please visit the CASE website at [www.case.org.sg](http://www.case.org.sg) or follow us on:

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

Instagram: [https://www.instagram.com/casesg\\_official/?hl=en](https://www.instagram.com/casesg_official/?hl=en)

**Annex A**

<b>Category</b>	<b>Name / Title</b>	<b>Photo</b>	<b>Biography</b>
<b>Co-chairs</b>	Mr Melvin Yong, President, CASE		<p>Mr Melvin Yong was elected President of CASE on 11 June 2021.</p> <p>Mr Yong was first elected to the CASE Central Committee in June 2018 and was subsequently elected as Vice President in November 2019.</p> <p>As Chairperson of CASE’s Consumer Empowerment Taskforce, Mr Yong oversaw the conceptualisation and development of two key projects, Price Kaki and Fuel Kaki, to empower consumers to make informed purchasing decisions.</p> <p>Mr Yong is currently Assistant Secretary-General of the National Trades Union Congress (“NTUC”). He is also the Member of Parliament for Radin Mas SMC and Chairman of the Tanjong Pagar Town Council.</p>

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	Ms Foo Tuat Yien		<p>Ms Foo Tuat Yien is a former Judicial Commissioner, who had served in the Family Justice Court and in the Civil Justice Division of the State Courts.</p> <p>She worked in the Registry of Land Titles and Deeds and the Competition Commission of Singapore and served on tribunals and committees such as the Appeals Board (Land Acquisition), the Military Court of Appeal and the Singapore Academy of Law (“SAL”) Law Reform Committee.</p> <p>She is a Deputy-President, Tribunal for the Maintenance of Parents, a Senior Mediator, Singapore Mediation Centre and a member of the Fair Tenancy Industry Committee.</p>
<b>Panel Members</b>	Mr Musa Fazal, Chief Policy & Operating Officer (Advocacy & Policy), Singapore Business Federation		<p>In his role as Chief Policy Officer, Musa leads the Advocacy and Policy Division, a team of policy, planning, and research staff that drives SBF’s work in advancing the interests of Singapore businesses by shaping policies both locally and internationally. Musa is responsible for SBF’s overall advocacy efforts, working closely with businesses, trade associations, foreign chambers, and government agencies. In his role Musa oversees the SME Committee, Fair Tenancy Industry Committee (“FTIC”), Centre for the Future of Trade and Investment (“CFOTI”) and Centre for Enterprise Financing Advisory (“CEFA”).</p> <p>As Chief Operating Officer, he also oversees the Future Ready Business Accelerator Programme (“FRBAP”), driving integration and</p>

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			<p>better coordination across SBF programme offices and horizontal job clusters. He supports the CEO in enhancing operational excellence and ensuring internal strategy and resource optimisation.</p>
	<p>Dr Sandra Booyesen, Associate Professor and Director, Centre for Banking &amp; Finance Law, NUS Faculty of Law</p>		<p>Dr Sandra Booyesen is an Associate Professor at the Faculty of Law, National University of Singapore (“NUS”) where she received her doctoral degree. She is Director of the NUS Centre for Banking &amp; Finance Law, Chief Editor of the Singapore Journal of Legal Studies and Co-Editor-in-Chief of Brill Research Perspectives in International Banking and Securities Law. Her research interests lie in private law, particularly contract, banking and consumer protection. Prior to joining academia, Sandra practised law in London and Johannesburg, with a focus on commercial litigation. She is admitted as a solicitor in England and Wales, and as an attorney and notary in South Africa.</p>
	<p>Prof Euston Quah, Professor of Cost-Benefit Analysis, NTU, Albert Winsemius Chair Professorship in Economics</p>		<p>Professor Euston Quah is the Albert Winsemius Chair Professor of Economics and Professor of Cost -Benefit Analysis and Environment at NTU. He was Chair of the School of Humanities and Social Sciences at NTU, formerly Vice Dean of the Faculty of Arts and Social Sciences at NUS, and the only person who had headed both economics departments at NUS and NTU. A prolific writer, he has published over a dozen academic books, and over a hundred articles in journals, and media outlets. In addition to being the Editor of the Singapore Economic Review, and President of the Economic Society of</p>

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			<p>Singapore,</p> <p>Professor Quah is also a Member of the Social Sciences Research Council of Singapore and has been an advisor and board member to many government ministries, including Competition and Consumer Commission of Singapore, international agencies such as Canadian International Development Agency, World Bank, and Asian Development Bank, and private organisations as Genting International and Takeda Pharmaceuticals.</p> <p>In 2025, Professor Quah was ranked eighth globally by Google Scholar Profiler in terms of citations in Cost -Benefit Analysis.</p>
	<p>Mr Siraj Omar, Founding Director, Siraj Omar LLC</p>		<p>Siraj was appointed Senior Counsel in 2019, one of a very select few to have been accorded that honour.</p> <p>He has an active trial and appellate practice in the Singapore courts with more than 25 years' experience in litigating complex, high-value commercial disputes. He has litigated several landmark matters before the Courts in areas as diverse as banking, consumer protection, debt restructuring and insurance. He also has an active international arbitration practice, regularly appearing as counsel as well as sitting as arbitrator.</p> <p>He serves on the Board Executive Committee of the Singapore International Arbitration Centre ("SIAC") and holds Fellowships at the Chartered Institute of Arbitrators ("CI Arb"), the Singapore</p>

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			<p>Institute of Arbitrators (“SI Arb”) and the Singapore Academy of Law (“SAL”). He is recognized in all the leading legal directories, including being globally ranked in Chambers and recognised as a leading individual in The Asia-Pacific Legal 500. He has been described as “a star”, an “outstanding advocate” and “a formidable litigator”.</p> <p>Outside of practice, he serves as Chief Examiner for the Dispute Resolution module in the Singapore Bar Examination administered by the Singapore Institute of Legal Education. He is also a civilian panel member of the Military Court of Appeal and Deputy Commissioner of the Government Procurement Adjudication Tribunal.</p>
	<p>Mr Jeshier Loi, Director, Branding and Marketing Development, Ya Kun International Pte Ltd, NYC INSPIRIT<sup>2</sup> Member</p>		<p>Jeshier Loi is the third generation business owner and brand guardian of Ya Kun International. Ya Kun International is a regional brand that serves Singapore's heritage breakfast of kaya toast and local coffee. They are currently in 8 countries with over 120 outlets worldwide. Jeshier oversees the branding elements of each outlet and ensures brand consistency throughout its operations. He is also actively involved in the regional expansion strategy as Ya Kun goes beyond Singapore's shores. On the side, Jeshier is actively involved in classical music, heritage, mentoring youth and strives to use the vehicle of business for social good.</p>

<sup>2</sup> INSPIRIT is a community of outstanding Singaporean youth leaders who are passionate and will advocate for youth interests on various topics.

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	<p>Ms Vanessa Paranjothy,            NYC Inspirit Member,            ASEAN Youth Fellow</p>		<p>Vanessa Paranjothy is one of three co-founders of Freedom Cups. Freedom Cups gets reusable menstrual products to women, working on a buy-1, give-1 model to get sanitation to women from underserved communities. Vanessa also works at TikTok as a Product Policy Manager.</p> <p>Vanessa has been listed on the Forbes 30 under 30 Asia list, Tatler's Generation T list, was awarded the Commonwealth Youth Award for Excellence in Development Work representing Asia, has talked about the importance of sustainable periods with 8 different Heads of State, and was selected as one of twelve in the inaugural cohort of Obama Foundation Scholars at Columbia University.</p> <p>Vanessa has an undergraduate degree in Social Science from Singapore Management University and a Master's degree in Public Administration from Harvard University.</p>