

FRIEND OF LABOUR

Toh Kok Seng

Member

Consumers Association of Singapore Central Committee

Nominated by the Consumers Association of Singapore.

Toh Kok Seng is a passionate volunteer serving the Consumers Association of Singapore's (CASE) cause of protecting consumers dutifully since 2015.

As an experienced lawyer, Brother Kok Seng has contributed immensely to CASE's consumer protection efforts, including strategic planning, legislation review and standards development.

As a CASE Central Committee Member, Brother Kok Seng gave invaluable input in charting CASE's strategic direction. He also gave strategic suggestions on how CASE could enhance the Price Kaki mobile app to help consumers mitigate concerns about the cost of living.

As Vice-Chairperson and later Chairperson of the Consumer Law Review Committee, Brother Kok Seng spearheaded CASE's efforts in monitoring unfair practices in the marketplace. Under his leadership, CASE has signed Voluntary Compliance Agreements (VCAs) with 14 errant businesses since 2018. He also led CASE's review of the Consumer Protection (Fair Trading) Act (CPFTA), providing many recommendations to the Government, such as a mandatory cooling-off period for beauty purchases. Under his guidance, CASE worked closely with the Competition and Consumer Commission of Singapore (CCCS) to take errant businesses to task. All these served as a deterrent to unscrupulous businesses and enhanced consumer protection.

Brother Kok Seng also led two revisions to Singapore's Technical Reference 76 on Guidelines for Electronic Commerce Transactions in May 2022 and January 2024, including consumer protection and anti-scam measures to the national standards. He saw the introduction of the CASE Standard Dispute Management Framework for E-marketplaces to guide e-marketplaces in resolving consumer disputes equitably and efficiently.