



**ADVERTISING STANDARDS  
AUTHORITY of SINGAPORE**

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## **MEDIA RELEASE**

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**For Immediate Release**

**18 September 2024**

### **Mr. Bryan Tan appointed as new ASAS Council Chairman**

The Advertising Standards Authority of Singapore (ASAS), an advisory council under the Consumers Association of Singapore (CASE), has appointed Mr. Bryan Tan as its Chairman for the 2024-2027 term. He succeeds Prof. Ang Peng Hwa, who will remain on the ASAS Council as Immediate Past Chairman and Advisor.

#### **Prof. Ang Peng Hwa**

Prof. Ang joined the ASAS Council as a member in 1995 and served as Chairman since 2018. During his tenure, he led meetings with industry players to create a set of guidelines under the Singapore Code of Advertising Practice (SCAP) for influencers sponsorship disclosure, to address the rising concerns about transparency in social media advertising. As a result, ASAS issued the Guidelines for Interactive Marketing Communication and Social Media in 2016, bringing Singapore in line with the advertising standards adopted by developed economies globally and empowering consumers to make informed decisions about products and services promoted on social media platforms.

Prof. Ang played a key role as ASAS Chairman in addressing unethical advertising issues during the COVID-19 pandemic. Under his stewardship, ASAS issued a reminder during the early days of the pandemic to advertisers to market responsibly and of the standard of substantiation expected. ASAS also worked to remove advertisement claims about products and services being able to prevent the disease or eradicate the virus, that if unaddressed would have given consumers a false sense of security and put public health at risk.

Prof. Ang said: "I extend my appreciation to CASE and the ASAS Council for their support and the invaluable experience that each member brought to the discussions. Our work together has been some of my most meaningful, driven by a common goal of elevating advertising standards in Singapore. With Bryan Tan as Chairman, I am confident that

ASAS will continue to grow under his leadership, uphold advertising standards and ensure effective consumer protection.”

### **Mr. Bryan Tan**

Mr. Tan is a partner in Reed Smith LLP’s Entertainment and Media Group. With over 20 years of experience in the ASEAN and Asia Pacific region, his expertise includes fintech transactions, fintech products and data protection. He is a recognised expert who is often sought by foreign and local media for insights technology-related matters.

Mr. Tan first joined the ASAS Council as a member in 2016. In 2018, he was appointed as Legal Advisor and in 2021, as Vice-Chairman of ASAS. During this time, he provided the Council his extensive knowledge of infotech and media laws to guide decisions on advertising feedback and inform the Council’s positions on advertising matters.

Mr. Tan said: “I am honoured to have the opportunity to work with the advertising industry to develop best practices that balance creativity and innovation with consumer protection. I am appreciative of how Prof. Ang’s work has laid the foundations for this and I look forward to achieving continued progress in enhancing advertising standards in Singapore.”

### **Other Changes**

Ms. Lisa Watson has been appointed to the position of the Vice-Chairman of the ASAS Council. Ms Watson is also the Chairman of the Data-Driven Marketing Association of Singapore (DMAS) and has been the organisation’s representative to the Council since 2006. She brings with her more than three decades of experience in advertising, customer relations and entrepreneurship in Singapore.

### **In Appreciation**

ASAS also thanks Prof. Ang for his service and contributions to the ASAS Council. He was made Chairman of ASAS in 2018 and continued the effort of ASAS of working closely with the industry on the administration of the SCAP.

Mr. Melvin Yong, CASE President, said: “I would like to thank Prof. Ang Peng Hwa for his service of almost three decades. In him, ASAS had a highly respected chairman and advocate for ethical advertising. I welcome Bryan as the new ASAS chairman and have full confidence he will continue to drive ASAS forward.”

Dexter Tay

Executive Director

Consumers Association of Singapore

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**About the Advertising Standards Authority of Singapore**

The Advertising Standards Authority of Singapore (ASAS) is an Advisory Council to the Consumers Association of Singapore (CASE). It was set up in 1976 to promote ethical advertising in Singapore and is the self-regulatory body of the advertising industry. The ASAS Council comprises representatives from advertisers, advertising agencies, government agencies, media owners and other supporting organisations. CASE provides secretarial support for ASAS.

For more information on ASAS, please visit: [www.asas.org.sg](http://www.asas.org.sg) or follow us on Facebook: [www.facebook.com/asasorgsg](http://www.facebook.com/asasorgsg).

**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 [www.case.org.sg](http://www.case.org.sg) or follow us on: Facebook: [www.facebook.com/casesg](http://www.facebook.com/casesg)

**Annex A: Photographs of Prof. Ang Peng Hwa and Mr. Bryan Tan**

Prof. Ang Peng Hwa  
汪炳华



Mr. Bryan Tan  
陈川首



**Annex B: ASAS Council (2024 to 2027)**

<b>Chairman</b>	Mr Bryan Tan
<b>Vice-Chairman</b>	Ms Lisa Watson
<b>Legal Advisor</b>	Assoc. Prof. Eleanor Wong
<b>Advisors</b>	Prof. Ang Peng Hwa Mr Ivan Chong
<b>Members</b>	<b><i>Advertisers and Media Owners</i></b> Mr Bernard Chan <i>Association of Advertising &amp; Marketing Singapore</i>  Mr Ignatius Low <i>Association of Media Owners (Singapore)</i>  Ms Lisa Watson <i>Data-Driven Marketing Association of Singapore</i>  Ms Meg Badilla <i>M1 Limited</i>  Mr Chew Ping Nan Ms Angela Chia Ms Cyndi Ong <i>Mediacorp Pte Ltd</i>  Mr Ivan Chew Kia How Mr Mitchel Tan Gin Teck <i>SPH Media Limited</i>  <b><i>Government Agencies</i></b> Ms Eileen Chen <i>Health Sciences Authority</i>  Ms Ginny Goh <i>Info-communications Media Development Authority</i>  Adj. Assoc. Prof. (Dr) Raymond Chua Prof. John Lim <i>Ministry of Health</i>

Ms Pearl Chan  
*Monetary Authority of Singapore*

Ms Seah Peik Ching  
*Singapore Food Agency*

***Other Supporting Organisations and Industry Associations***

Mr Bryan Tan  
Mr Dexter Tay  
Dr Aidan Wong  
*Consumers Association of Singapore*

Ms Agnes Lee  
*Pharmaceutical Society of Singapore*

Ms Christina Teo  
*Singapore Association of Pharmaceutical Industries*

Dr Daniel Lee  
*Singapore Medical Association*