

EA Alert Dated: 18 May 2015

EA Alert: 4 EAs found to have inappropriately displayed FDWs

The Ministry considers having FDWs sit outside EA premises as displaying the FDWs in an undesirable manner because it reinforces the impression that FDWs are commodities to be traded.

2 An advisory against insensitive advertising and inappropriate display of FDWs was also sent out via EA alert on 16 Jul 14 followed by a set of FAQs to clarify EAs' queries on 7 Nov 14. The two EA alerts are attached as a reminder. Between Jul 14 and Dec-14, MOM officers had also made multiple visits to various locations to emphasize the importance of adhering to the contents of the advisory and FAQs. Officers had also emphasized that EAs should not arrange for their FDWs to sit outside the EA's premises.

3 On 16 Apr 15, four EAs at Katong Shopping Centre were found to have displayed their FDWs outside their premises. These EAs were issued with demerit points. MOM will continue to take enforcement actions against EAs which fail to comply with our advisory.

Thank you.

Yours sincerely

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