



## MEDIA RELEASE

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### CCCS-ESS Essay Competition 2024

The Competition and Consumer Commission of Singapore (“CCCS”) and the Economic Society of Singapore (“ESS”) today launched the 6<sup>th</sup> CCCS-ESS Essay Competition. The topic for this year is “**How should Competition and Consumer Protection rules evolve in the age of Artificial Intelligence?**”.

2. Artificial Intelligence (AI) is transforming industries globally, automating processes, customising and enhancing customer experiences through chatbots and accelerating content creation. Businesses benefit from increased efficiency, while consumers experience personalised services. This advancement presents both challenges and opportunities for businesses and consumers, influencing how they interact with technology.

3. As AI integration becomes more prevalent and businesses begin to embrace the technology, questions arise about the role of competition and consumer protection in this landscape. The essay competition invites contestants to examine the role of competition and consumer protection laws and policies in supporting AI development in Singapore. Specifically, contestants may discuss, among others, how should rules and policies evolve to achieve a balance between fostering innovation and ensuring fair business practices to safeguard the interests of businesses and consumers.

4. The essay competition has two categories:

a) “**School**” **category**: all post-secondary students (regardless of nationality) studying in Singapore in polytechnics, centralised institutes, international schools and junior colleges may apply. This includes students currently enrolled in the Integrated Programme (Year 5/6) or in the International Baccalaureate diploma programme. Current full-time national servicemen and/or students who have recently completed their education in the above-mentioned schools/programmes, and Singaporean students in such institutions/programmes (or equivalent) overseas may also participate.

b) “**Open**” **category**: all individuals living in Singapore as well as Singaporeans living overseas (excluding those who qualify under the “school” category).

5. The following awards will be given for the three best essays of each category:

<b>1<sup>st</sup> prize:</b>	\$3,000
<b>2<sup>nd</sup> prize:</b>	\$2,000
<b>3<sup>rd</sup> prize:</b>	\$1,000
<b>Merit (3 prizes):</b>	\$300 x 3

6. The terms and conditions as well as entry forms for the CCCS-ESS Essay Competition are available on the [CCCS website](#). The closing date for submission of entries is 31 May 2024.

-End-

## **About the Competition and Consumer Commission of Singapore**

CCCS is a statutory board of the Ministry of Trade and Industry. CCCS administers and enforces the Competition Act 2004 which empowers CCCS to investigate and adjudicate anti-competitive activities, issue directions to stop and/or prevent anti-competitive activities and impose financial penalties. CCCS also administers and enforces the Consumer Protection (Fair Trading) Act 2003, which protects consumers against unfair trade practices in Singapore. Our mission is to make markets work well to create opportunities and choices for businesses and consumers in Singapore. For more information, please visit [www.cccs.gov.sg](http://www.cccs.gov.sg).

## **About the Economic Society of Singapore**

The Economic Society of Singapore (“ESS”) is a non-profit organisation of economists and other professionals interested in economics. ESS brings together members of the economics profession in academia, the government and business sectors and provides a platform for discussions on issues facing the Singapore economy and the region. The primary objective of the Society is to raise public awareness, and stimulate public interest and debate, in economic issues. It does this by organizing conferences, talks, workshops and public lectures and by conducting studies on issues, either on its own or in partnership with other organizations.

For more information, please visit [www.ess.org.sg](http://www.ess.org.sg)

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