

Representing the Consumer Voice and Networking

消費權益「發言人」的角色及聯繫網絡

WHY THIS IS IMPORTANT

Everyone is a consumer. Our efforts to promote consumer interests will become more effective when we work closely with other partners and stakeholders locally and overseas.

WHAT WE HAVE DONE

Locally, we maintain close liaison with the Government through the Commerce and Economic Development Bureau (CEDB), which oversees consumer protection and competition policy and from the envelope of which 94% of our operating funds are derived.

Apart from the CEDB, Council's liaison with over 10 other bureaux and 30 Government departments are well established, facilitating our work in addressing specific consumer issues that fall within their purview. We also attach great importance to working with community groups, regulators, professional bodies and trade associations.

Council's Representation on Other Bodies

Representatives of Council serve on a large number of public advisory committees and boards of regulatory or statutory bodies. We presented views from the consumer perspective in the regulation and monitoring of various business sectors, including financial, legal, food, electrical safety, real estate agent and telecommunications services as well as the tourist and insurance industries. By serving on relevant committees, Council representatives expressed consumer concerns and sought to enhance consumer protection relating to consumer health and safety, residential properties, financial and telecommunications services, regulating travel and estate agency business as well as environmental protection initiatives. Our views were formulated with first-hand knowledge of consumer needs acquired through surveys and direct contacts with consumers and traders. A full list of external committees and statutory bodies with representation by Council Members or staff is at Appendix 13.

消費權益「發言人」的角色及聯繫網絡的重要性

每個人都是消費者。本會深信，與本地及海外的伙伴機構或相關團體密切合作，能更有效地促進消費者權益。

我們完成的任務

本會透過負責保障消費者權益及競爭政策的商務及經濟發展局，與政府保持緊密聯繫；本會94%的經費經由該局劃撥。

委員會與超過10個政策局及30個政府部門維持良好合作關係，令消委會在處理與這些部門有關的消費問題時，更具成效。本會亦十分著重與地區組織、監管機構、專業團體及商會的合作關係。

消費權益「發言人」

我們的委員和職員是多個公眾事務諮詢委員會、監管組織及法定機構的成員，代表消費者向這些組織提供監管各行各業的意見。涉及的行業包括財經、法律、食品、電力安全、地產、電訊服務、旅遊及保險業等。本會並積極就消費者健康、安全、住宅物業、金融及電訊服務、監管旅行社、地產代理及環境保護等方面，提出與消費者息息相關的課題，加強保障消費者的權益。我們發表的意見，是經詳細研究及調查、直接從消費者取得的第一手資料而來，反映消費者的實際需要。有本會代表參與的外界委員會名單，見附錄十三。

Award from Community

During the year, the Council Chief Executive was awarded by the Hong Kong University of Science and Technology (HKUST) to be the honoree of the Beta Gamma Sigma HKUST Chapter. Each year, HKUST invites two outstanding community leaders to be honorees of the Chapter, in recognition of their significant achievements as an excellent role model for the next generation leaders in the industry, the community, and the academia.

Close Liaison with Counterparts in the Mainland

Close liaison with the Council's counterparts in the Mainland (over 3 200 consumers associations in the whole country) is maintained through exchange of information, referral of complaints and receiving delegations from consumer associations and related bodies from different parts of the Mainland. During the year, 241 Mainland officials and delegates from consumer bodies visited the Council. Apart from experience exchange, training on consumer education with special focus on the Consumer Culture Study Award (CCSA) was arranged. During the summer of 2010, special training sessions were provided by the Council to winning students from the pilot CCSA programme launched in Shantou University. In response to request from Beijing government officials, arrangements were made for the Deputy Mayor and her delegation to visit a workshop conducted by the Council in a local school in February 2011.

The Memorandum of Cooperation signed between the Council and the China Consumers' Association in 2009 noted that high-level visits should be arranged for forging closer cooperation and experience exchange with its Mainland counterparts. Following the Memorandum, a Council Delegation Visit to Shanghai was arranged in June 2010. The Delegation was led by the Council Chairman and joined by eight Members and the Chief Executive. During its visit to the office of the Shanghai Protection Commission of Consumers' Rights and Interests (SPCCRI), the Delegation met with senior officials from both the Shanghai Administration of Industry and Commerce and the SPCCRI. Apart from discussing issues of mutual concern, such as cross-boundary complaints handling, undesirable trade practices and cooperation during the Shanghai Expo period, the Delegation also took the opportunity to solicit support for the CI World Congress to be held in 2011 and to promote the Shopsmart website.

獲頒榮銜

年內，本會總幹事獲香港科技大學(科大)商學院邀請，成為國際組織Beta Gamma Sigma科大分會的榮譽會員。科大每年均會邀請兩名傑出的業界領袖成為榮譽會員，表揚他們對所屬行業、社會及教育事務的重大貢獻，可作下一代的楷模。

與內地消費者組織緊密聯繫

我們與內地主要的消費者協會(全國共超過3 200個成員)緊密聯繫，互相交流資訊和轉介投訴個案，並不時接待來自各省市消費者組織和有關機構的訪港代表。年內到訪本會的內地消費者組織代表共241名。除交流經驗外，本會亦為他們提供消費教育方面的培訓，例如以消費文化考察報告獎作為培訓重點。二零一零年夏天，本會為首屆於汕頭大學試辦的消費文化考察報告獎得獎學生提供培訓。應北京政府官員要求，本會亦在二零一一年二月接待了北京副市長率團參觀本會於本地中學舉辦的工作坊。

二零零九年本會與中國消費者協會簽署了合作協議，當中建議加強本會與內地姊妹機構的高層互訪，促進合作及經驗交流。為此本會於二零一零年六月組織上海訪問團，由本會主席帶領八位委員及總幹事，訪問上海市消費者權益保護委員會，與上海市消保委及上海市工商行政管理局高層官員會面，討論雙方關注的問題，例如跨境投訴處理、兩地不良營商手法及上海世博期間消保方面的合作。訪問團亦藉此機會呼籲兩機構支持二零一一年於香港舉辦的國際消費者聯會全球會議，及向對方推介本會的「精明消費香港遊」網站。



During the year under review, Council's representatives actively attended seminars and activities held in the Mainland. On these occasions, speeches on various consumer-related topics, such as on-line payment, after-sale services of electrical appliances, credit card payment, prepayment schemes, were delivered. In October 2010, the Chief Executive was invited by the China Consumers' Association to attend and speak at the nation wide Conference for Secretary Generals and leaders of Consumer Associations to share Council's experience in consumer education with consumer organisations in the Mainland. In the same month, the Chief Executive attended and spoke at the signing ceremony of Memorandum of Understanding (MOU) for Co-operation of Consumers' Rights and Interests with the Heilongjiang Province, Hong Kong and Macau held in Harbin.

With tourists from the Mainland topping the list of visitors to Hong Kong, the Council has taken a proactive role in ensuring shopping satisfaction of Mainland tourists. Since 2004, MOUs for Co-operation of Consumers' Rights and Interests have been signed with consumer associations in major cities/provinces in the Mainland, including Beijing, Guangdong Province, Tianjin, Shanghai, Shenzhen, Zhejiang Province, Fujian Province, Shantung Province, Chengdu, Macau, the Pan-Pearl River Delta Region, etc. The MOUs facilitate information exchanges and assistance in resolving consumer disputes among the regions.

Council's network in the Mainland has facilitated the dissemination of consumer information to the Mainland through the internet. Council's Shopsmart Website, which provides consumer information to Mainland visitors and is hyperlinked to 26 Mainland organisations, recorded a cumulative hit rate of over 80 million as at the end of 2010-11 since its debut in 2007.

Collaboration at Regional and International Levels

The Council also keeps abreast of the global development of consumer movement by taking part in international fora on various consumer issues. It is an active member of the International Consumer Research & Testing (ICRT). The Council contributes ideas for joint tests that benefit all members sharing the test results and gains the benefit of lowering the test cost by sharing with other ICRT members.



本年度本會代表積極參與內地舉辦的研討會及活動，發表多篇觸及各種消費問題的演講，包括網上付款、電器售後服務、信用咭付款、預繳式計劃等消費問題。二零一零年十月，本會總幹事應中國消費者協會的邀請，出席全國副省級以上消保組織秘書長會議並發言，與內地消費者機構分享消費者教育的經驗；同月到訪哈爾濱，出席黑龍江、香港及澳門三地合作協議簽署儀式，並就合作協議發表演講。

內地旅客佔訪港人數之冠，我們採取積極措施，確保內地旅客在港購物稱心滿意。自二零零四年起，本會先後與內地主要省市，包括北京市、廣東省、天津市、上海市、深圳市、浙江省、福建省、山東省、成都市、澳門、泛珠三角區域等的消費者組織簽署合作協議，以促進各地之間的資訊交流及協助調解跨區消費糾紛。

本會在內地所建立的網絡，有助本會透過網站在內地發放消費者資訊。本會的「精明消費香港遊」網站為內地旅客提供消費資訊，網站現已超連結到26個內地省市的消費者組織的網址。自二零零七年啟動以來至本財政年度，網站累積點擊率超過八千萬。

地區及國際性合作網絡

為掌握全球消費者運動的最新發展方向，本會積極參加涉及各種消費者問題的國際會議。作為國際消費者研究及試驗組織的成員，本會主動建議新的測試產品和項目，與其他會員分享測試結果。透過聯合測試，與其他國際消費者研究及試驗組織的成員共同承擔測試費用，有效減低測試成本。

In 2010-11, international events attended by Council's representatives included the ICRT Asia Pacific Testing Group meeting, Meeting on "The Role of Consumers in the Vigilance of the Global Market" held by the Peruvian National Congress, and Seminar on Cartel Enforcement and International Cooperation Agencies organised by Taiwan Fair Trade Commission. Exchanges with overseas experts and consumer activists on these occasions enhanced the Council's foresight in overcoming emerging challenges in the ever-changing consumer market.

Consumers International

The Council is elected executive and council member of the Consumers International (CI), a federation of consumer organisations comprising over 220 members from 115 countries. Consumers International has two main goals: to support and strengthen member organisations and the consumer movement in general and to represent consumer interests at global and regional levels, e.g. at the Codex Alimentarius Commission on food standards, Organisation for Economic Co-operation and Development (OECD), etc.

The Council takes an active and supportive role in CI. In the year under review, it supported CI's campaign calling on G20 leaders to establish an experts group on financial consumer protection. In addition, the Chief Executive attended the CI Executive meetings, Council meeting, the CI Asia Pacific and Middle East Regional Meeting and A2K Meeting.

UNCTAD Capacity Building Programme

Upon request by the United Nations Conference on Trade & Development (UNCTAD), the Council signed an MOU with it on co-organisation of regular exchange programmes for developing countries. The cooperation programme further fosters Council's role in promoting consumer rights in the international arena. In the past, the Council has provided exchange programmes for various developing countries, including Bhutan, Botswana and the Republic of South Africa.

年內本會代表出席的國際活動包括國際消費者研究及試驗組織亞太測試小組會議、秘魯國會舉辦的「消費者在市場邁向全球化中的角色」會議、及由台灣公平交易委員會舉辦的「反競爭組織的卡塔爾監管及國際合作研討會」。我們藉着這些會議及研討會，與外地專家及消費者組織代表交流及討論，令本會在面對多變的消費市場問題時，思維更具前瞻性。

國際消費者聯會

本會是國際消費者聯會(國際消聯)的理事會及執委會成員(國際消聯共有220個會員來自115個國家)。國際消聯的兩大宗旨是：協助成員機構加強保障消費者權益的工作、及在國際和地區的層面上爭取制訂促進消費者權益的政策(例如：聯合國食品法典委員會制訂食品標準、經濟合作及發展組織等)。

本會積極參與及支持國際消聯的活動。年內，國際消聯呼籲G20領導人成立金融服務方面的消費者保障專家小組，本會就此作出支持響應。本年度本會總幹事出席了國際消聯的行政會議、委員會會議、亞太及中東地區會議及知識共享會議。

聯合國貿易及發展會議潛力發展計劃

年內本會接受聯合國貿易及發展會議的邀請，與該組織簽訂有關合作協議，合辦以發展中國家為對象的定期交流計劃。合作計劃進一步強化本會在國際社會中推廣消費者權益的角色。在過去，本會曾為多個發展中國家，包括不丹、博茨瓦納、南非共和國等進行培訓交流。