



CHAIRMAN'S MESSAGE 主席的話

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The year under review (2014-15) marked an important milestone in the history of the Consumer Council, commemorating its 40th Anniversary of founding. It marked four decades of devoted public service, dedicated to the betterment of consumer welfare, through thick and thin the changing fortunes of economy and the rising tide of consumer demands. It also marked a historic watershed for the beginning of a new realm of consumer protection and empowerment.

We do look back with pride the past achievements we have so resolutely pursued with tenacity to bring them into fruition, and more than ever before, we are confident that the new direction forward as embodied in the current three-year strategic plan, will lead the Consumer Council to a new horizon in consumer protection.

In retrospect, the Council has covered an awful lot of work, both in diversity and enormity, that touches upon virtually every facet of the consumer daily life – be it health and safety, unfair trade and pricing practices, market competition and transparency, the environment and sustainable consumption, legal protection and redress, or a myriad of issues impacting on the rights and interests of the consumer public. That is somehow inevitable given that consumption is a lifelong affair from cradle to grave.

2014-15年是消費者委員會成立40周年的大日子，也是本會發展歷程上，一個重要的里程碑。過去40年，我們致力為市民服務，一同經歷經濟環境的高低起伏，面對不斷提高的消費訴求，我們依然全力以赴，堅持為消費者爭取權益。同時，周年紀念也標誌著本會已踏入消費保障和提升消費者自我保護能力的新領域。

回顧過去，憑藉鍥而不捨的努力而取得的成就，讓我們引以自豪。展望將來，我們深信三年策略計劃所訂定的新方向，必將引領消委會邁向消費保障的新境界。

檢視本會歷年的工作，可謂數量龐大，種類繁多，幾乎遍及消費者日常生活的每一個細節——涵蓋健康和 safety、不公平營商和定價手法、市場競爭和透明度、環境保護和可持續消費、法律保障和賠償，以及無數影響大眾消費權益的議題。對於這些工作，本會一向責無旁貸，因為從幼到老，每個人生階段，我們都離不開消費。



We are responsive to the socio-economic and technological changes, in particular the new challenges brought on by the digital age such as online shopping and e-commerce, the impact of an influx of visitors and immigrants from the Mainland, and the emergence of a 'silver-haired' market due to ageing population, to mention but a few.

For the year in review, I am very pleased to say that we had yet another busy and fruitful year. In commemoration of the 40th Anniversary, a program of activities and events was organised throughout the year to showcase and reinforce public awareness of the solid progress attained in the history of the Council, consumer rights and responsibilities, and the importance of consumer vigilance.

Enlighten – Collaborate – Innovate was the theme adopted to commemorate the anniversary: *Enlighten* because only when consumers are enlightened will they take full charge of not just their rights but also responsibilities for the impact they create on the marketplace and environment; *Collaborate* as only through collaborative efforts in concert can we amplify the resources needed to cope with ever-rising new challenges and issues; and *Innovate* since only an innovative approach for ideas and solutions can give us the needed capacity to embrace the new era of challenges in consumer protection.

The Council was most actively involved in consultations on implementation following enactment of the three vital consumer protection legislations – the Competition Ordinance, the Trade Descriptions (Unfair Trade Practices) (Amendment) Ordinance 2012 and the Residential Properties (First-hand Sales) Ordinance. They have taken the Council long years of research and advocacy to bring them into place. However, we will not be complacent. Our continuing role is to see to it that they are enforced effectively to the ultimate benefits of consumers.

The combined publicity efforts of the Government and the Council on the amended Trade Descriptions Ordinance on fairness in the market, and the legal sanction against unfair trade practices have heightened awareness of consumers and traders alike. Enforcement is going strong with the effort of the Customs and Excise Department with which we have established a mechanism for referral of consumer complaints where applicable for possible investigative action.

本會積極回應經濟、社會和科技各方面的轉變，特別是各項新趨勢帶來的挑戰，例如隨著數碼時代降臨而興起的網上購物和電子商貿、遊客匯集和內地新來港人士的急速增長，以及因人口老化而衍生的銀髮市場等等。

本人欣見消委會渡過了忙碌而滿載成果的一年。年內本會為紀念40周年，舉行了連串活動，向公眾展示本會多年來在推動消費者權益方面的成果、消費者應有的權益和責任，以及保持警覺的重要性。

周年紀念活動以「啟導·結伴·開拓」為主題。「啟導」——務求令消費者透徹瞭解消費行為中的權與責，從而理解這些行為對市場及環境的影響；「結伴」——結合及協調各方力量和資源，致力發揮協同效應，積極面對新冒起的問題和挑戰；「開拓」——開拓新思維和新方法，提升能力迎接挑戰，面對瞬息萬變的消費環境，也處之泰然。

隨著《競爭條例》、《2012年商品說明（不良營商手法）（修訂）條例》及《一手住宅物業銷售條例》這三條對消費保障影響深遠的法例的通過，本會在法例施行方面也給予了很多意見。這些法例都是本會經過多年努力，不斷研究和倡議而獲得的成果。我們不會因而自滿，我們會繼續監察這些法例的執行情況，確保有效保障消費者利益。

綜合政府和本會在宣傳新修訂的《商品說明條例》的努力，消費者和商戶對於公平市場和制裁不公平營商手法的條例，都加深了認識。香港海關雷厲執法，為此，本會與海關設立了轉介個案的機制，把一些可以進一步深入調查的個案轉介海關。





During the year, we have put forward our suggestions on the enforcement guidelines of the Competition Commission with the emphasis on a consumer welfare approach in interpreting the spirit of competition rules.

The year also saw the release of two important indepth study reports, on the sales of first-hand residential properties, and the future development of the electricity market respectively. Both reports generated extensive public attention galvanising immense public discourse on the imperative for reform and enhanced consumer protection in these sectors.

In November, our findings in the the report on *Study on the Sales of First-hand Residential Properties* revealed that certain problems remained unchecked after the Residential Properties (First-hand Sales) Ordinance had been in implementation for a year and a half. Such deep-rooted practices as aggressive tactics to make quick onsite sales, units released in small batches resulting in possible market speculation, confusing exaggerated claims and information seemed to persist. Improvement in official oversight and the key areas highlighted in the report is needed.

In December, our report on *Searching for New Directions – A Study of Hong Kong Electricity Market* has stimulated much-needed informed public discussions on this complex regulatory affair. The study was undertaken with expert assistance of the Consumers International on overseas regulatory reform experience and its implications for consumers as well as extensive consultation with local stakeholder groups including the power companies, industry and environmental groups, academia and Government agencies. Three broad elements of regulation, competition and sustainability in the electricity market were examined.

Any reform it seems will have to strike a fine balance in reliability, environmental performance and affordability. No doubt the Council will continue to be proactive in its role to promote consumer interests and a new regulatory regime that could bring sustainable and economic benefits to consumers from the electricity sector.

A working group led by myself was set up to steer and provide advice on the strategic direction in promoting sustainable consumption. The Council sets out in its strategic plan its goal to contribute to the development and education of sustainable consumption in Hong Kong. A series of work is in progress to establish the long-term strategic framework in facilitating the delivery of the mission in sustainable consumption. We have undertaken a major study to establish consumers' knowledge of, behaviour in and the priorities

年內，我們就《競爭條例》的執行指引，提出了不少建議，當中我們特別強調要以維護消費者福祉為中心來詮釋條例的精神。

此外，本會在年內發表了兩份重要的研究報告，分別是有關於一手住宅物業銷售及本港電力市場的未來發展。兩份報告突顯市場改革以及提升消費者權益保障的重要性，報告引起公眾廣泛關注，並激發熱烈討論。

11月發表的《一手住宅物業銷售研究報告》顯示，《一手住宅物業銷售條例》雖然已實施年半，若干問題尚待解決。一些根深蒂固的問題依舊存在，例如地產代理在售楼現場以激進的手法催逼準買家速戰速決購置單位；「啲牙膏」式推售單位有可能助長炒風；以及提供誇大而混淆的資訊等。本會促請政府加強監管有關法例的執行，以及盡快改善報告中指出的各種問題。

12月，本會發表的《探索新方向——香港電力市場研究報告》令公眾可以在充分瞭解這個複雜的規管議題後，開展必要的討論。研究得到國際消費者聯會的專家協助，他們具有國際上改革電力市場規管的經驗，也瞭解這些改革對消費者的影響。過程中，也諮詢本地多個持份者組織，包括電力公司、行業及環保團體、學者和政府機構等。報告旨在檢視香港電力市場的規管、競爭以及可持續發展等三個主要範疇。

總結經驗，任何電力市場的改革方案都必須平衡可靠性、環保以及負擔能力等各方面。本會必定繼續努力，積極倡議成立新的監管體制，為消費者開創一個具可持續發展及經濟效益的電力市場。

在推廣可持續消費方面，以本人為首，專責制訂策略方向的工作小組於年內成立。本會亦已在策略計劃中定下推動本港可持續消費的發展和教育的目標。目前我們已開展連串工作，以建立長期策略框架，朝著建設可持續消費的環境為目標而邁進。我們針對消費者對可持續消費的知識、行為，以及優先次序等進行詳細研究，以此作為構思教育工作及追蹤議題發展的基準。本會在



for sustainable consumption so as to form a baseline for designing education efforts and ongoing tracking. In 2014, we also undertook a detailed analysis to determine how Hong Kong's electricity sector could be reformed to increase the use of renewable electricity and energy efficiency, and submitted our point of views to the recent Government consultation.

Much remains to be done. We are scheduled to release a number of our studies on topics such as online purchase behaviour and consumer arbitration feasibility. Work is also at an advanced stage to launch the Council's revamped website shortly. The work ahead is formidable but with our new guiding motto *Enlighten – Collaborate – Innovate* and your unfailing support, we are confident of the success of our mission.

In closing, I would like to express my sincere gratitude to the retiring Council Members during the year for their support and invaluable contribution: Mr Thomas CHENG, Mr Bankee KWAN, Ms Miranda KWOK; and a warm welcome to the incoming Council Members: Mr Ambrose LAM, Mr Kevin LAM, Mr Kent WONG. I would also like to express my heartfelt thanks to the outgoing Co-opted Members for their expert guidance: Prof. Ron HUI, Mr Larry KWOK, Mr Michael LI, the Hon Charles Peter MOK; and welcome to an incoming Co-opted Member Prof. Nora TAM.

My personal appreciation and gratitude is reserved for the Council's Chief Executive Ms Gilly WONG for her foresight and leadership of the day-to-day operation of the Council, and the staff for their dedication and professionalism in serving the consumers.

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Chairman

2014年亦就本港電力市場應如何改革以提升可再生能源的應用和能源效益作詳細分析，回應政府的諮詢文件。

未來仍有許多工作有待完成。我們計劃公布若干研究報告，例如網上購物行為及消費者仲裁的可行性研究。此外，網站革新工作已進入最後階段，全新網站快將推出。未來的工作縱使艱巨，但以「啟導·結伴·開拓」作為我們的座右銘，加上各位信實可靠的支持，本會定必可達成使命。

本人希望藉此機會向卸任的委員：鄭建韓先生、關百豪先生、郭珮芳女士，致以摯誠謝意；同時，本人謹此熱烈歡迎各位新上任的委員，包括林新強律師、林詩棋先生及黃紹基先生。此外，本人也真誠感謝卸任的增選委員：許樹源教授、郭琳廣律師、李漢城先生、莫乃光議員，並歡迎新任增選委員譚鳳儀教授。

最後，本人衷心讚賞和感謝總幹事黃鳳嫻女士的遠見卓識和領導才能，以及其團隊的全情投入和專業精神。

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