



Landmark events of the Council in 40 years

消費者委員會四十周年大事誌

1970s

In the 1970s, the global oil crisis led to high inflation with prices soaring on essential daily commodities such as rice and edible oil. Against this backdrop, the Consumer Council was established in April 1974.

上世紀70年代，石油危機引發高通脹，日用品、糧油價格高企，在此背景下，消費者委員會於1974年4月成立。

通脹 CPI

1974

The Consumer Council was founded. Retail Prices of Major Foodstuffs Report was broadcast daily on the radio for price comparison of market shoppers.

消委會成立，率先替市民格價，每天清晨經電台報道「主要食品零售價格行情」。

1975

The function of the Council was expanded to include services in addition to goods.

消委會職能擴至包括服務行業。

The forerunner of CHOICE magazine – Consumers Monthly Newsletter was launched with a print run of 30,000 copies. In 1976, the debut of CHOICE magazine, carrying the first product test on cooking oil.

《選擇》月刊前身——《消費者委員會月報》面世，月印30,000份。次年，《選擇》月刊面世，刊載首項產品試驗報告：食油。

1977

The Consumer Council Ordinance was commenced to incorporate the Consumer Council and define its functions and powers.

《消費者委員會條例》開始執行，旨在將消費者委員會成立為法團，界定其職能與權力。

The Council became a member of the International Organisation of Consumers Unions (presently known as the Consumers International), striving for the betterment of consumer rights.

消委會成為國際消費者聯合協會（現稱國際消費者聯會）正式會員，為消費者爭取權益。

1980s

The economic take-off transformed Hong Kong from an industrial society to a financial centre. The service industry rose to be one of the most important sectors with consumers paying more and more attention to the quality of goods and services.

經濟起飛，香港由工業社會轉型金融中心，服務業成為最重要的行業之一，消費者更重視物品及服務的質素。



1981

The Council named traders for malpractices and a total of 34 shops were named in the 80s.

本會以公開點名方式譴責以不良手法經營的商店，八十年代，公布的商號共34間。

1986

A number of major travel agencies went into closure. The authorities accepted the Council's proposal of redress measures to safeguard consumer interests and amended the Travel Agents Ordinance.

數間大型旅行社倒閉，當局接納本會建議改革賠償機制，並修訂《旅行代理商條例》。

1988

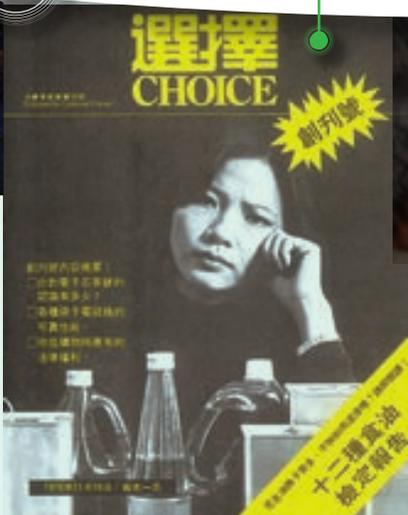
CHOICE published its first test report on condoms that saw its circulation soar to a historical high of 73,000 copies, a record still unsurpassed.

《選擇》首次就安全套進行產品測試，銷量高達73,000本，紀錄至今仍未打破。

1989

A publicity video was launched focusing on outbound packaged tour travel with the slogan - Consumers have the right to be informed, the more you ask, the smarter you are.

本會宣傳短片以外遊旅行團為主題，並以「消費者有權知，問多啲，係醒啲」作為標語。



1990s

As Hong Kong moved forward to further establish its status as Asia's Financial Centre, the public demanded better regulations on sale practices. The Council conducted research and promoted a number of consumer protection policies and legislation during this period. Meanwhile, the economic growth also led to a property market boom and rampant speculation; property prices reached a historical high in 1997.

香港進一步確立亞洲金融中心的地位，社會對銷售手法的規範有更高要求，消委會研究及推動多項跟消費權益相關的政策及法規。與此同時，經濟增長令樓市暢旺，炒風熾熱，樓價於1997年升至歷史高位。



電訊市場開放 Liberalised Telecommunication Market

The Council called for abolition in phases of the Interest Rate Agreement and the recommendation was supported by the Government.

消委會建議分階段撤銷利率協議，並獲政府接納。

The Supply of Services (Implied Terms) Ordinance, the Unconscionable Contracts Ordinance and the Consumer Goods Safety Ordinance were enacted.

《服務提供 (隱含條款) 條例》、《不合情理合約條例》、《消費品安全條例》獲通過頒行。

The Consumer Legal Action Fund was established with an initial grant of HK\$10 million by the Government. Pursuant to a Declaration of Trust, the Council was appointed as the Trustee of the Fund to provide legal assistance to cases involving significant consumer interest.

政府撥款港幣1,000萬元，成立消費者訴訟基金。依據信託聲明，消委會受委託為基金的信託人，為涉及重大消費者利益的案件提供法律協助。

The Council published the study report Competition Policy: the Key to Hong Kong's Future Economic Success and called for a comprehensive competition policy to be backed up by legislation.

本會發表《公平競爭政策：香港經濟繁榮的關鍵》研究報告，建議本港制訂全面的公平競爭政策和相關的法例。

The Consumer Cultural Study Award was first organised.

創辦「消費文化考察報告獎」。

The Council's publicity campaign in the 90s - Your consumer rights in your hands, speak up to fight for your rights gained wide public recognition.

十年間，本會持續宣傳消費權益，標語「消費權益係你手，據理力爭要開口」深入民心。

1990

The Control of Exemption Clauses Ordinance came into effect. Traders could no longer evade liability through unreasonable exemption contract clauses.

《管制免責條款條例》生效，「貨物出門，概不負責」不再是商戶逃避法律責任的藉口。

1991

The Council organised and hosted the 13th IOCU World Congress with some 500 delegates in total from 60 countries attending.

消委會主辦第十三屆國際消費者聯合協會世界大會，約500名來自60個國家的代表參與其中。

1994

1996

1999



2000s

Hong Kong's economy was hit hard by the SARS epidemic and the financial crisis. In 2003, a post-SARS open market policy stimulated a tourism boom helping to stabilise the economy. In 2008, the Lehman Brothers mini-bond default triggered off a financial crisis worldwide. In the following years, the economy in Hong Kong recovered steadily to return to its right track.

香港經濟受到SARS疫症、金融海嘯等影響。2003年SARS後，政府開放自由行政策，刺激旅遊業發展令經濟回穩；2008年雷曼迷你債券觸發金融海嘯，其後，香港經濟逐步重回正軌。



2003

Research and tests were conducted on surgical face masks, sanitation and sterilisation products and other items claiming to be effective against SARS. SARS期間對口罩、清潔消毒用品和聲稱可以防SARS的產品進行研究和測試。

2006

CHOICE reported cases of women suffering serious complications after using PAAG for breast augmentation. 《選擇》月刊報有婦女以PAAG隆胸後出現嚴重問題。

2007

A new website Shopsmart dedicated to Mainland tourists was launched. 為內地旅客而設的新網站「精明消費香港遊」啟動。

2008

After 23 years of effort to advocate a standardised definition of Saleable Area, an agreement was finally reached by various parties concerned. 本會經過23年努力，各方最終達成統一「實用面積」的定義。

For the first time, consumer complaints exceeded the 40,000-case threshold including 8,274 cases relating to the Lehman Brothers mini-bond default. 雷曼事件令全年投訴數字首次超過40,000宗，當中包括8,274宗雷曼迷你債券個案。

2009

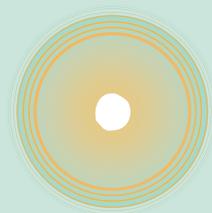
The Consumer Legal Action Fund assisted some of the consumers who were aggrieved by the sale of Lehman Brothers related financial products. 消費者訴訟基金向一些購買了雷曼相關金融產品的消費者提供協助。



2010s

Rapid technology development and proliferation of internet shopping posed new challenges to consumer protection with growing attention to individual personal privacy and sustainable consumption.

科技發展迅速，網購成為潮流，消費者權益面對新挑戰；社會越加重視個人私隱及可持續消費。



網購 @ \$ ONLINESHOPPING



個人私隱

可持續消費 Sustainable Consumption



2011

The Council co-organised the 19th CI World Congress, drawing a global assembly of over 700 delegates from 80 countries, the highest attendance in the history of the Congress.

本會協辦第19屆國際消費者聯會全球會議，來自80個國家和地區的700多名代表參與，創下大會紀錄。

2012

The Council published a report proposing the adoption of fair terms in consumer contracts and the implementation of a cooling-off period.

本會發表報告，建議消費合約中引入公平條款，並加入冷靜期。

The Competition Ordinance, the Trade Descriptions (Unfair Trade Practices) (Amendment) Ordinance 2012 and the Residential Properties (First-hand Sales) Ordinance were enacted by the Legislative Council.

《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》相繼獲立法會通過。

2013

A three-year strategic plan was announced with sustainable consumption becoming an important focus in the future.

本會公布未來三年工作計劃，可持續消費成為未來一項重點工作。

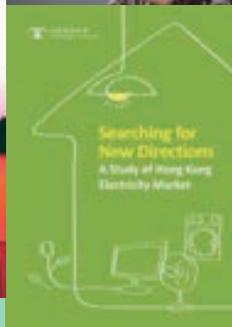
A new website dedicated to publicising the provisions against unfair trade practices under the amended Trade Descriptions Ordinance was launched to educate consumers.

特設網站宣傳新修訂《商品說明條例》下打擊不良營商手法的條文，讓消費者認識以保障自己的權益。

2014

Several study reports focusing on business practice issues concerning first-hand sales of residential properties, supply of infant formula and auto fuel pricing were subsequently released and aroused extensive public discussion.

本會連續發表一系列涉及營商手法問題的報告，包括一手住宅物業銷售、嬰兒奶粉供應、車用燃油價格等，引起社會廣泛討論。



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