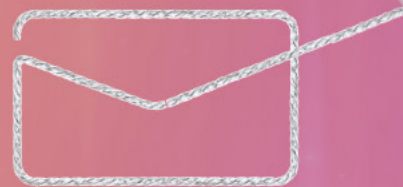


CHIEF EXECUTIVE'S MESSAGE

總幹事的話



Dr Alaina SHUM Jiu-fai

沈朝暉博士

Chief Executive 總幹事

Consumer Protection Beyond Gold

It is with great honour and enthusiasm that I assume the role of Chief Executive¹ of the Consumer Council. From the outset, I have been deeply inspired by the Council's unwavering commitment to advocating for consumer rights in an ever-evolving marketplace in the past 50 years — a mission that resonates powerfully with my own values and experiences.

While my career has spanned diverse sectors, the common thread has been building resilient systems, fostering partnerships, and navigating complex regulatory landscapes. These experiences have equipped me to uphold the Council's independence and transparency while ensuring agility in addressing emerging challenges. Beyond Hong Kong, my previous work in the Mainland and international markets has reinforced the importance of cross-border collaboration. I am eager to strengthen our partnerships with Mainland and global counterparts to amplify our impact.

金禧歷練 消保新篇

擔任消費者委員會總幹事¹一職，我深感榮幸，更覺責任重大。過去五十年，消委會在瞬息萬變的市場環境中始終堅守使命，為消費者權益不懈努力。這份初心與我個人的信念不謀而合，也讓我更加珍惜與團隊並肩前行的機會。

我的職業生涯跨越不同界別，有幸參與機構架構優化、伙伴合作推動，以及複雜監管環境的協調工作。這些經歷讓我深刻體會到：唯有保持獨立、透明，並以靈活態度應對挑戰，才能不負公眾所託。此外，過往在內地及國際市場的工作經驗，讓我認識到跨境協作的重要性。未來，我將與團隊共同努力，深化與內地及全球消保組織的聯繫，進一步擴大消委會的影響力。

1. From 21 August 2025
由 2025 年 8 月 21 日起

As I take the helm, I do so with deep respect for the legacy built over the past half century. The year 2024-25 under review was a remarkable watershed for the Consumer Council. Hence the theme for this Annual Report — **“Consumer Protection Beyond Gold”** — emerged not only as a reflection of our past achievements, but also as a forward-looking vision. Only when we look above and beyond, can we best protect consumers in an enduring manner.

Riding the Wave of the Mega Event Economy

Gaining operational insights since joining the Council, I have been impressed by the sheer volume of complaints handled by the Council, a reflection of both the complexity of today's marketplace and the trust consumers place in us to advocate on their behalf. During the year, two consumer dispute trends stood out, namely those related to the mega events economy and shop closures, both closely linked to evolving economic and consumption priorities.

Hong Kong's vibrant return to the global stage in 2024-25 was marked by a surge in mega events — from global superstar concerts and international conferences, cultural and art festivals, to major sporting spectacles. The Government's strategic push to develop a “mega event economy” has revitalised local industries, boosted tourism, and created new opportunities for economic growth.

While stimulating spending and excitement, these occasions also brought a fresh round of challenges. The Council observed a sharp rise in consumer complaints linked to a myriad of ticketing issues, such as ticket printing errors requiring replacement or refunds, unclear disclosure of obstructed views and seating class. While the Council understands the hurdles faced by organisers in adapting to the new space, many of these disputes could have been avoided with better planning, clearer communication and greater transparency during the ticketing process.

Beyond events, shifting consumer habits and intensifying market competition have led to the closure of various businesses, even heavyweights such as Physical Fitness and Deliveroo, triggering a separate stream of complaints. These disruptions highlight the vulnerability of consumers and the urgent need for robust redress mechanisms that can keep pace with a constantly evolving marketplace.

消委會過去半世紀的耕耘，成就來之不易。2024-25 年度正值金禧里程碑，本年報主題「金禧歷練 消保新篇」，既是對過往成果的致敬，亦是對未來的承諾。我深信，惟有立足長遠、前瞻佈局，才能為消費者構建更可持續的保障體系。

盛事經濟 破浪乘風

上任以來，透過深入了解消委會的運作與數據，我更加感受到公眾對我們的信任——每年處理的龐大投訴量，不僅反映市場的複雜性，更體現消費者對我們工作的期待。去年處理的投訴中，盛事經濟與商戶結業衍生的爭議尤為突出，這些課題與經濟環境和消費模式的轉變密不可分。

2024-25 年度可謂盛事連連，由國際巨星演唱會、國際會議、文化藝術節，以至大型體育賽事，包羅萬有，標誌著本港已強勢回歸國際舞台。政府就發展「盛事經濟」亦制定全面策略，不但為本地產業增添生氣，亦為旅遊業注入動力，為經濟增長創造新機遇。

這些機遇在刺激市民消費之同時，亦帶來了新一輪的挑戰。各種票務問題導致了消費投訴驟增，例如門票印製出錯需要換票或退票、視線受阻位置及座位等級的資訊透明度不足等。本會理解各個主辦單位或未能盡快掌握一些新場地的狀況及運作安排，然而，大部分售票相關的消費糾紛其實可以透過更好的規劃、更清晰的溝通，及更高透明度而避免的。

另一方面，消費習慣的轉變及日益加劇的市場競爭，導致近年出現不同行業的商戶結業情況，當中更包括舒適堡和戶戶送這些客戶眾多的商戶，因而觸發起大量投訴。消費者在多變的市場環境中往往處於弱勢和被動的位置，因此我們急需建立一個與時並進及穩固可靠的申訴及追討機制。

Looking Ahead: Modernising Consumer Protection Through Innovation and Partnership

As we set our sights on the horizon, the Council is gearing up to harness the potential of AI and modern communication platforms to reinforce our dedication to safeguarding consumer rights. Through deployment of new technology especially the revamp of the complaint case management system with a newly developed online dispute resolution (ODR) platform enabling consumer disputes to be resolved more efficiently, we are set to revolutionise our consumer protection strategies.

In the pursuit of operational efficiency, the Council is committed to streamlining processes to optimise costs, while simultaneously maximising consumer education efforts through robust stakeholder engagement strategies. Strengthening partnerships with consumer protection organisations in the Mainland and around the world, bolstering cross-border consumer protection efforts, and collaborating with e-commerce platforms and industry associations will empower consumers in the online shopping realm. Moreover, we plan to deepen ties with Government bureaux and departments to champion new consumer-centric initiatives, ensuring consumer welfare remains paramount in policy decisions.

Beyond the Golden Horizon

As we close the chapter on the Council's 50th anniversary year, we do so with a deep sense of pride — not only in what we have achieved but in how we have evolved. The theme *“Consumer Protection Beyond Gold”* is more than a slogan, it is a guiding principle for the future.

The Consumer Council will continue to push boundaries, embrace innovation, and advocate for the rights of every consumer in Hong Kong. Whether through sustainable practices, digital empowerment, or a fair and safe marketplace, our mission remains clear: to protect, to educate, and to empower.

In the coming year, we are excited to celebrate another milestone — the 50th anniversary of CHOICE Magazine in 2026. This will be a moment to reflect on the magazine's legacy as a trusted source of consumer information, and to explore new ways of engaging the public in an increasingly digital age.

To our partners, stakeholders, and the public — thank you for your trust and support. May I also extend my greatest appreciation for the Council Chairman, Members and staff for your dedication and efforts. Together, we will build a future where consumer protection shines brighter than gold.



Dr Alaina SHUM Jiu-fai

Chief Executive

展望未來：創新協作 消保新章

放眼未來，消委會將積極運用人工智能和現代通訊平台，強化保障消費者權益的承諾。通過技術革新——尤其是改革沿用多年的投訴管理系統，並開發全新的網上爭議解決平台以更高效處理消費糾紛，我們將徹底革新消費者保障策略。

在提升運營效率的同時，我們致力簡化流程以優化成本，並通過強化持份者參與策略，大大提高消費者教育成效。我們將加強與內地及全球消保組織的合作，鞏固跨境保障機制；與電商平台及行業商會協作，提升消費者網購自保能力；我們將進一步加強與政府各政策局的溝通協作，積極推動以消費者權益為核心的政策倡議，並確保在各項政策制定過程中，消費者利益能得到充分重視和保障。

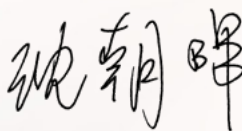
跨越金禧 繼往開來

在為消委會 50 周年慶典畫上句號之際，我們不僅為成就自豪，更為自身的蛻變驕傲。「金禧歷練 消保新篇」不僅是口號，更是未來的行動綱領。

消委會將繼續突破界限、擁抱創新，為香港每一位消費者發聲。無論是推動可持續消費實踐、促進數碼賦權，還是建設公平安全的市場環境，我們的使命始終如一：保護、教育、賦權消費者。

2026 年，我們將迎來《選擇》月刊 50 周年這一重要里程碑。這將是回顧月刊作為消費者信賴的資訊來源的歷程，並探索數碼時代公眾參與新模式的契機。

謹此向合作伙伴、持份者及公眾致以誠摯謝意，感謝您們的信任與支持。我亦要特別感激消委會主席、各位委員及全體同事的付出與貢獻。讓我們攜手共創比黃金更璀璨的消費者保障未來。



沈朝暉博士

總幹事

