

STRENGTHENING MAINLAND AND GLOBAL COLLABORATION FOR CONSUMER PROTECTION



跨域協作

深化與內地及全球消保組織聯繫

Safeguarding consumer rights and enhancing the public's self-protection capabilities is not a mission one can achieve alone. The Council recognises that consumer protection has transcended geographical boundaries. Only through continuous and deepened collaboration with partners in the Mainland, across Asia and around the world can the challenges and risks arising from cross-border consumption be effectively addressed. To this end, the Council has strategically established an extensive and well-structured collaboration network to facilitate two-way exchange of consumer protection information and best practices regionally and globally.

To date, the Council has signed Memoranda of Understanding (MOU) for collaboration with 36 consumer counterparts outside Hong Kong, covering 30 provinces/municipalities across the Mainland, as well as Macau, South Korea, Japan, Singapore, Thailand and Malaysia. The Council also participates in the work of global bodies such as Consumers International, the Organisation for Economic Co-operation and Development, and the United Nations Conference on Trade and Development, promoting policy exchange and collaboration at both regional and international levels.

As cross-boundary consumption and e-commerce become increasingly prevalent, consumer behaviour and transaction models continue to evolve, while the risks faced by consumers across different markets grow ever more complex and diverse. In response, the Council focused on strengthening ties with consumer organisations in the Mainland, Macau and overseas during the year. Through establishing more efficient complaint referral and information exchange mechanisms, it sought to reduce barriers arising from differences in language, location and laws and regulations, thereby enhancing the efficiency and effectiveness of resolving cross-boundary consumer disputes. Closer collaboration will help foster a safer and more reassuring regional and global consumption environment, providing more comprehensive protection for consumers.

要全面履行保障消費者權益、提升公眾的自我保護能力的職責，單靠自身力量並不足夠。本會深明，消費者保障工作已超越地域界限，必須透過持續深化與內地、亞洲及國際夥伴的協作，才能有效應對跨境消費所帶來的挑戰與風險。因此，本會策略性地建立了廣泛且分層明確的合作網絡，促進區域及全球消費者權益資訊與經驗的雙向交流。

迄今，本會已與 36 個境外消費者保護組織（消保組織）簽訂合作協議，涵蓋內地 30 個省市，以及澳門、南韓、日本、新加坡、泰國和馬來西亞。本會亦參與國際組織的事務，包括國際消費者聯會、經濟合作及發展組織、聯合國貿易和發展會議等，促進區域及國際層面的政策交流與協作。

隨着跨境消費及電子商貿日益普及，消費行為及交易模式不斷演變，消費者在不同市場面對的風險亦愈趨複雜多變。有見及此，本會於年內重點深化與內地、澳門及海外消保組織的聯繫，透過建立更高效的投訴個案轉介及訊息互通機制，減少因語言、地域及法規差異所帶來的障礙，從而提升跨境消費糾紛處理的效率和成效。更緊密的協作將締造一個更安全、更安心的區內及環球消費環境，為消費者提供更全面的保障。

Deepening Collaboration and Integration with the Mainland

During the year, the Council continued to strengthen exchanges and collaboration with the China Consumers Association (CCA), the Guangdong Consumer Council (GDCC) and consumer organisations across the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). As the first step, the Council joined hands with the GDCC to deepen cooperation across 5 key areas, namely policy advocacy, research initiatives, complaint handling, education, and publicity, with a view to further strengthening consumer protection regionally.

Establishment of the Working Group on Cross-Border Consumer Protection and E-Commerce Development

To address the rapid growth of cross-border online shopping and rising demand for protection, the Council established the captioned Working Group in October 2025. Chaired by Council Member the Hon Augustine Wong Ho-ming, the Working Group brings together industry experts, including senior representatives from major e-commerce and electronic payment platforms, leading Mainland social media platforms, trade associations, and enterprises. The Working Group conducts in-depth discussions on cross-boundary consumer complaint trends, formulation of relevant standards, and industry best practices, with a view to continuously enhancing consumer protection mechanisms for cross-boundary consumption.



Participation in Drafting of GBA Standards

During the year, the Council officially joined the GDCC-led GBA Standards drafting working group as one of its core members. The working group is developing 3 sets of common standards, namely the *Guidelines for Cross-Border After-Sales Service of Consumer Goods*, the *Guidelines for Handling Cross-Border Consumption Complaints*, and the *Glossary for Cross-Border Real Estate Transactions in the Guangdong-Hong Kong-Macao Greater Bay Area*. These standards aim to elevate the standard and quality of cross-boundary consumer services within the GBA.

深化與內地協作及融合發展

年內，本會持續加強與中國消費者協會（中消協）、廣東省消費者委員會（廣東省消委會）及大灣區消保組織的交流合作。作為第一步，本會與廣東省消委會就政策倡議、研究項目、投訴處理、教育及宣傳推廣 5 個主要範疇深化協作，致力加強區內消費者保障。

成立「跨境消費保障及電商發展工作小組」

為應對跨境網購迅速發展及保障需求上升，本會於 2025 年 10 月成立「跨境消費保障及電商發展工作小組」，由本會委員黃浩明議員擔任主席，成員匯聚業內專家，包括大型電商及電子支付平台、內地主要社交媒體、行業協會及企業的高層代表。小組就跨境消費投訴趨勢、相關標準制定及行業最佳實務進行深入研討，推動持續優化跨境消費保障機制。

參與「灣區標準」起草工作

本會於年內正式加入廣東省消委會牽頭的「灣區標準」起草工作組，成為核心成員單位之一。工作組致力制定《消費品跨境售後服務指南》、《跨境消費投訴處理工作指南》及《粵港澳大灣區跨境房地產交易術語對照》三項團體標準，旨在提升大灣區跨境消費服務標準和水平。

Guangdong-Hong Kong-Macao Greater Bay Area Consumer Protection Meeting 2025

The Council's delegation, led by Chief Executive Dr Alaina Shum for the first time, attended the captioned meeting held in Macau on 12 December 2025. The meeting brought together representatives from the CCA and consumer organisations in 11 cities ("9+2" cities) across the GBA to review key achievements over the past year and exchange views on topics including the digital economy, silver economy, promoting consumption integration in the GBA, and strengthening cross-boundary consumer protection. These exchanges further strengthened the foundation for regional collaboration.

During the meeting, the Council also introduced its newly established Working Group on Cross-Border Consumer Protection and E-Commerce Development, reaffirming its commitment to enhancing cross-boundary consumer rights protection and promoting a fair and transparent e-commerce market, ushering in a new era of secure and trustworthy cross-border consumption.



2025 年度粵港澳大灣區消費者權益保護會議

會議於 2025 年 12 月 12 日在澳門召開，本會總幹事沈朝暉博士首次率團出席。會議匯聚中消協、大灣區「9+2」共 11 個城市消保組織的代表，回顧過去一年工作成果，並就數字經濟、銀髮經濟、推動大灣區消費融合，以及提升跨境消費保障展開深入交流，進一步鞏固區域協作基礎。

席間，本會亦介紹新成立的「跨境消費保障及電商發展工作小組」，強調將致力推動跨境消費權益保障，促進電子商貿市場公平透明，開創安心跨境購物新時代。



MOU with Zhejiang Consumers Council (ZJCC)

To assist consumers in resolving disputes related to Mainland online shopping platforms that are registered as businesses in Hong Kong, the Council signed a MOU with the ZJCC on 28 July 2025. Under this agreement, a pilot "Tmall Cross-border Consumption Service Station" was established to further standardise the referral and follow-up processes for cross-boundary complaints, enhance the efficiency of dispute resolution, and effectively safeguard the rights and interests of consumers in both the Mainland and Hong Kong. Upon receiving relevant complaints from Mainland consumers, and subject to the complainant's consent, the Council would refer the cases through the Yuhang District Consumer Protection Commission for follow-up by the service station.

與浙江省消費者權益保護委員會（消保委）簽訂合作協議

為協助消費者解決在香港進行商業登記的內地網購平台的相關消費糾紛，消委會於 2025 年 7 月 28 日與浙江省消保委簽訂合作協議，成立「天貓國際跨境消費服務站」試點，進一步規範跨境投訴的轉介及跟進流程，提升跨境消費糾紛調停效率，切實保障內地與香港消費者的權益。當消委會收到內地消費者的相關投訴後，若投訴人同意，會經餘杭區消保委轉介至服務站處理跟進。



“GBA 3·15 Gold Autumn Shopping Festival” Ceremony

Mr Francis Ho Ying-foo, then Deputy Chief Executive of the Council, attended the launch ceremony of the 2025 public welfare campaign of the “GBA 3·15 Golden Autumn Shopping Festival” in Foshan, Guangdong on 16 September 2025. Directed by the CCA, the event was jointly organised by the GDCC and the Foshan Municipal Administration for Market Regulation, and hosted by the Foshan Consumer Council.

“3·15 World Consumer Rights Day” Event in Shenzhen

In response to the annual “World Consumer Rights Day” on 15 March, Mr Francis Ho Ying-foo, then Deputy Chief Executive of the Council, attended a related event on 12 March 2026 organised by the Shenzhen Consumer Council and the Shenzhen Municipal Administration for Market Regulation under the theme of “Quality Consumption for a Better Life”. Together with consumer organisations from 13 cities in Guangdong Province and Macau, the Council jointly released the *Advocacy Statement on Building a Trustworthy Consumer Environment in the Guangdong-Hong Kong-Macao Greater Bay Area* to promote regional collaboration in consumer protection. A booth was also set up at Shenzhen Book Mall to introduce to Mainland consumers the Council's core work in safeguarding consumer rights, as well as cross-boundary information exchange and complaint referral mechanism and consumer tips.

參與「粵港澳大灣區 3·15 金秋購物節」儀式

本會時任副總幹事何應富先生於 2025 年 9 月 16 日到廣東佛山出席「粵港澳大灣區 3·15 金秋購物節」之 2025 年公益活動啟動儀式，活動由中消協指導，廣東省消委會、佛山市市場監督管理局聯合主辦，並由佛山市消費者委員會具體承辦。

參與深圳「3·15 國際消費者權益日」活動

為響應「3·15 國際消費者權益日」，本會時任副總幹事何應富先生於 2026 年 3 月 12 日出席由深圳市消費者委員會與深圳市市場監督管理局主辦的相關活動，主題為「提升消費品質 樂享美好生活」。本會聯同廣東省 13 個城市及澳門的消委會，共同發布《粵港澳大灣區共建放心消費環境倡議書》，推動區內消費者保障合作，並在深圳市中心書城設置攤位，向內地消費者介紹本會在保障消費權益的核心工作，以及跨境訊息及投訴個案互通機制和消費提示。



Visitations and Exchange Activities in the Mainland

During the year, the Council actively engaged with partner organisations in the Mainland to enhance mutual understanding of consumer protection frameworks and policies, and to strengthen cross-regional collaboration:

• Beijing

From 3 to 6 June 2025, the Council's Chairman led a delegation of senior executives to Beijing to visit the CCA, the Beijing Consumer Association, the Beijing Municipal Administration for Market Regulation, and the Chinese Academy of Inspection and Quarantine.



• Guangdong Consumer Council

The Council's delegation visited the GDCC on 10 October 2025 and met with the Secretary-General of GDCC Yang Shuna, along with representatives from the relevant departments.



內地訪問及交流

年內，本會積極與內地夥伴機構進行交流，以促進雙方在消費者保障框架及政策層面的互相了解，並強化跨地域的合作：

• 北京

2025年6月3日至6日，本會主席率領管理層代表團前往北京，拜訪中消協、北京市消費者協會、北京市市場監督管理局，以及中國質量檢驗檢測科學研究院。

• 廣東省消委會

本會代表團於2025年10月10日拜訪廣東省消委會，與楊淑娜秘書長及相關部門代表會面。

International and Regional Cooperation

MOU with the Federation of Malaysian Consumers Associations (FOMCA)

As a partner country in the Belt and Road Initiative, Malaysia shares longstanding cultural, trade, and tourism connections with Hong Kong, while also being a travel hotspot among Hong Kong people. In June 2025, the Council signed a MOU with FOMCA to establish a cross-border information exchange and complaint referral mechanism, strengthening collaboration in resolving cross-border consumer disputes.

Under the agreement, consumers involved in disputes with traders in the other party's territory may seek assistance from their local consumer body upon returning to their place of residence. This exchange mechanism could eliminate past obstacles, such as differences in language, geographical location, laws and regulations that have left consumer complaints unresolved.

國際及區域合作

與大馬消費者聯合會簽訂合作協議書

馬來西亞屬「一帶一路」沿線國家，與香港長期保持緊密的文化、貿易及旅遊聯繫，而香港人亦十分喜愛到馬來西亞旅遊。本會於2025年6月與大馬消費者聯合會簽訂合作協議書，建立兩地跨境訊息及投訴個案互通機制，藉此加強跨境處理消費糾紛的合作。

根據協議，兩地消費者在對方司法管轄區內一旦與當地商戶發生糾紛，可在返回居住地後，向其居住地的消保組織求助。互通機制將有助解決兩地消費者過往礙於言語不通、地域限制或法規差異等原因而未能處理的消費糾紛。



Visitation by Delegation from Indonesia

A 22-member delegation from the Republic of Indonesia, comprising members of Commission VI of the House of Representatives, officials from the Ministry of Trade, and Consulate General representatives, visited the Council on 26 August 2025. The delegation was welcomed by the Council's Chairman, alongside the Chief Executive, Deputy Chief Executive, and the Director team. Both sides exchanged valuable insights on their respective consumer protection frameworks.

印尼代表團造訪本會

由印度尼西亞共和國國會第六委員會議員、貿易部官員及總領事館人員組成的 22 人印尼代表團，於 2025 年 8 月 26 日到訪本會總部。本會主席帶領總幹事、副總幹事及總監團隊進行接待，雙方就兩地的消費者保障框架分享了寶貴意見。



Consumers International

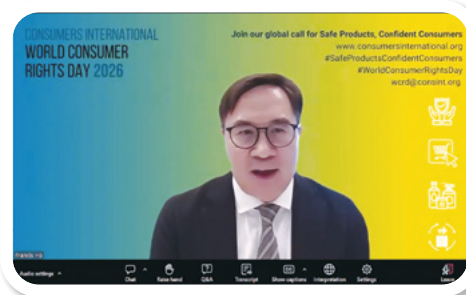
During the year, the Council was a Board and Council Member of Consumers International (CI), a global federation championing consumer rights which comprises over 200 organisations from more than 100 countries and regions worldwide. Sharing a kindred vision, CI's mission is to work closely with its constituent member organisations and to strengthen networks to protect, inform, give voice to, and secure rights for consumers at regional and international levels.

國際消費者聯會

年內，本會是國際消費者聯會（國際消聯）的董事會及理事會成員。國際消聯是一個致力推動世界各地消費者權益的聯盟，成員包括全球超過 100 個國家和地區、逾 200 個消費者組織。國際消聯與本會理念一致，從地區以至國際層面，透過致力推動成員組織的緊密聯繫和合作，為消費者發聲、提供資訊，攜手捍衛消費權益。

World Consumer Rights Day 2026

On World Consumer Rights Day (WCRD) (15 March) each year, CI brings together the consumer movement to raise global awareness of consumer rights, protection, and empowerment. In support of WCRD 2026 and its theme "Safe Products, Confident Consumers", the Council's then Deputy Chief Executive, Mr Francis Ho Ying-foo spoke at the CI's online global dialogues as a guest speaker. During the session titled "The Lived Consumer Experience in Product Safety" held on 16 March 2026, he discussed various product safety risks in today's consumption environment, shared consumers' real-life experiences, and highlighted the emerging challenges faced by consumers in Hong Kong arising from online shopping and cross-boundary consumption.



As part of WCRD 2026, the Council also published an article on Sustainable Fashion in the March 2026 issue (#593) of CHOICE Magazine. Details of the article are covered in the chapter "Promoting Sustainable Consumption" (p.87).

2026 年「國際消費者權益日」

在每年「國際消費者權益日」（3 月 15 日），國際消聯都會召集世界各地消保組織，合力提高全球對消費者權益、保障和賦權的意識。為支持 2026 年「國際消費者權益日」及其主題「產品安全 信心消費」，本會時任副總幹事何應富先生代表本會出席國際消聯全球網上論壇，並於 2026 年 3 月 16 日舉行的「產品安全：消費者的真實體驗」環節中擔任嘉賓講者，探討現今消費環境中的各類產品安全風險及消費者的切身體驗，並分享本港因網購及跨境消費而迎來的新挑戰。

為響應 2026 年「國際消費者權益日」，本會亦於 2026 年 3 月出版的第 593 期《選擇》月刊中，刊登了一篇有關「可持續時尚」的文章，詳情請瀏覽本年報「多管齊下 推動可持續消費」（第 87 頁）一節。

International Consumer Research & Testing

The Council has maintained close collaboration with International Consumer Research and Testing (ICRT) and its member organisations over the years. During the year, the Council published a total of 13 joint product comparative test reports covering a vast variety of products, including electronic products, computer software, children's products, and kitchen appliances. These efforts aim to provide objective and practical consumption information for different consumer groups, empowering them to make informed choices and select products that best meet their needs.

Apart from joint product comparative testing, the Council also actively participates in webinars organised by ICRT, exchanging experiences and insights with overseas organisations on a wide range of consumer issues and professional topics. The Council also regularly contributes to the development of joint testing programmes and maintains close communication with technical teams to continuously enhance testing methodologies and content, ensuring they remain responsive to the evolving consumer landscape and better aligned with consumers' practical needs.

國際消費者研究及試驗組織

消費者委員會多年來一直與國際消費者研究及試驗組織 (ICRT) 及其成員機構保持緊密聯繫。於年度內，消委會共發布了 13 份聯合產品比較測試報告，涵蓋多個產品類別，包括電子產品、電腦軟件、兒童產品及廚房電器等，旨在為不同消費群組提供客觀、實用的消費資訊，協助消費者作出知情選擇，選購切合自身需要的產品。

除了進行聯合產品比較測試外，消委會亦積極參與 ICRT 舉辦的網上研討會，就各類消費者議題及專業範疇與海外機構交流經驗與見解。此外，消委會亦定期參與聯合測試方案的制定工作，與技術團隊保持緊密溝通，持續優化測試內容及方法，以回應不斷轉變的消費環境，並更貼合消費者的實際需要。



A New Milestone in Collaborative Partnerships

Looking ahead, the Council will continue to deepen collaboration with consumer counterparts in the Mainland and across the globe. By fostering consensus among consumer advocates and industry stakeholders, the Council will facilitate dialogue on key and emerging consumer issues of regional and global significance, including fairness and transparency in the e-commerce marketplace and sustainable consumption, so as to collectively strengthen the protection of cross-border consumer rights.

共創協作新里程

展望未來，本會將繼續深化與內地及國際消保組織的協作，積極凝聚消保夥伴及業界共識，促進跨地域及全球關注的重點與新興消費保障議題，包括電子商貿市場公平透明、可持續消費等，共同推動跨境消費權益保障。

