

# Disseminating Consumer Information.

## 提供消費者資訊

### THIS IS IMPORTANT

Consumer information plays an important role in the protection of consumer interests. It enables consumers to be vigilant for undesirable trade practices and aware of unsafe goods and services, which help them to exercise rational choices and further strengthen the concept of sustainable consumption. The Council will continue to disseminate consumer information through various channels to enhance public's knowledge towards consumer rights and foster the society to further support our work.

### WHAT WE HAVE DONE

#### Publication of CHOICE

Council's monthly magazine CHOICE provides a regular outlet of information, advice and viewpoints on all matters of interest to consumers. CHOICE reports in a comprehensive format the results and conclusion, with brandname information, of comparative product testing, and service assessment through surveys and in-depth studies. Regular columns of consumer interest dealing with such issues as health and nutrition, consumer complaints, hazardous products, environmental concerns, drug safety, investor education, and issues of global consumer concern are also included.

CHOICE does not accept any commercial advertising. In addition to copyright protection, Section 20 of the Consumer Council Ordinance strictly prohibits the exploitation of the Council's name or its research information for commercial and promotional purposes. Section 20 is essential for protecting the independence and impartiality of the Council in its evaluation of goods and services available to consumers in the market.

### 提供消費者資訊的重要性

消費者資訊對於保護消費者，和提高他們的自保能力都是極為重要。消費者若能充份掌握資訊，會較易洞悉不當的經營手法及危險產品，作出明智的消費選擇和深化可持續消費的概念。為此，本會透過不同方法發放消費者資訊，提高大眾對消費權益的認識，促使社會人士支持消費者權益保障工作。

### 我們完成的任務

#### 《選擇》月刊

本會出版的《選擇》月刊定期發放有關消費者權益的資訊、建議和意見。《選擇》詳列產品測試報告和產品資料，及評估服務質素的專題研究和調查，並有各類型的專欄，包括健康與營養常識、消費者投訴個案實錄、危險產品、環保課題、藥物安全、投資者教育及消費者關注的全球性議題等。

《選擇》月刊並不接受任何商業廣告。除了版權保障，《消費者委員會條例》第二十條列明，禁止任何人士以本會名稱或節錄月刊內容作商業及宣傳用途。該條文對保障本會在評定產品和服務時，可以持獨立和公正的立場，是十分重要的。

CHOICE has attracted immense media interest ever since its debut in 1976. A press conference is held to launch the publication of each and every issue of CHOICE, together with the distribution of a press release in both English and Chinese, and active assistance is also provided to meet media requests for additional coverage of articles of specific interest in all sectors of the media.

CHOICE magazine in print is available to the general public through sales of subscriptions and at retail outlets covering newsstands, supermarkets, convenience stores and bookshops throughout the territory. During the year 2011, the overall combined sales averaged 25 107 copies per issue, splitting quite evenly between subscriptions and retail sales.

### Multi-media CHOICE

CHOICE has the distinction of being one of the first consumer organisations to provide a diverse multi-media access for all – from print to internet online, fixed-line and mobile phone users.

We have embraced the new media to reach out to more consumers. Further to our efforts in providing online version in 2004 and extending the service to fixed line and mobile phone in 2006, the Council's latest initiative to reach out to the public is by developing e-CHOICE programme which is applicable to e-reading platforms of iOS and Android mobile device users.

In cooperation with a major internet service provider through the website (<http://choice.yip.com.hk>), the online CHOICE provides all of the reports in each current edition and an archive of back issues of CHOICE for access by all internet users, for viewing on annual subscription or per issue or per report basis. The demand for CHOICE Online has risen continually each year. Moreover, consumers are able to access a selected number of major tests and survey reports in CHOICE anytime and anywhere through PCCW Fixed-line Network and Mobile Services. An audio version and abridged text version for each report are also available for users.

自一九七六年創刊以來，《選擇》月刊一直廣受傳媒關注。每期月刊出版當日，召開新聞發布會和印發中英文新聞稿，介紹月刊內容，均為各媒體大篇幅報道，本會又積極協助不同媒體就個別專題的跟進報道，安排訪問，務求將報告內容傳達至社會每一角落。

月刊的銷售途徑分為訂閱和零售，兩者在二零一一年的總銷量平均為每期25 107冊。《選擇》訂戶約佔總銷量的一半，其餘則經由各區的報攤、超級市場、便利店和書店發售。

### 多媒體《選擇》月刊

《選擇》月刊是首個由消費者機構提供的多媒體資訊服務，由印刷本至互聯網、固網電話和流動電話都可取得資訊。

本會致力透過新媒體，將《選擇》月刊推廣至更多消費者，除了於二零零四年建立《選擇》網上版，於二零零六年把服務擴展至固網和流動電話用戶之外，《選擇》月刊最近更展開《選擇》電子化計劃，製作適用於iOS及Android平台的電子版本。

《選擇》月刊與一家互聯網服務供應商合作，透過黃頁網站(<http://choice.yip.com.hk>)向公眾提供《選擇》月刊每期的所有報告，同時設有月刊資料庫，所有上網人士都可瀏覽，分為一年訂閱收費，或以每期或每篇報告計算。數據顯示，越來越多上網人士在互聯網上搜尋消費者資訊。此外，消費者也可使用電訊盈科新世代家居固網和電訊盈科流動通訊，隨時隨地收看精選的測試和普查報告。為配合獨特的傳送模式，每段報告都備有濃縮版本及話音版本。

## Media Liaison

Media relations are actively fostered to advance the cause of consumer empowerment and protection. The Council is in daily contact with the mass media on all matters of consumer interest. Regular press conferences, news releases, briefings and interviews are arranged for all sectors of the media, contributing significantly to the widespread dissemination of consumer information and advice to the public. The role the media can play is much valued by the Council. It helps to heighten consumer awareness and understanding of the diverse range of functions and activities the Council performs in the protection and empowerment of consumers.

The inauguration of delivering press releases through Dow Jones & Company Inc in June 2011 has proven to be an effective way to establish close liaison with different parties regarding consuming issues. It is observed that the Council's press releases are welcomed by different professions and the retrieval comes from around the world.

## Consumer Rights Reporting Awards

The annual Consumer Rights Reporting Awards has gained increasing recognition of the news media as a coveted award for professional excellence. This year's Awards is the 12th organised by the Council in association with the Hong Kong Journalists Association (since 2000) and the Hong Kong Press Photographers Association (since 2007). A total of 175 entries were submitted for adjudication in the seven categories of print news (76), print features (47), television news (5), television features (17), radio news (9), radio features (7) and press photo (14), covering a wide spectrum of issues of consumer interest and concern.

The panel of adjudicators comprised: Professor Francis LEE, Associate Professor, School of Journalism and Communication, the Chinese University of Hong Kong; Mr. LAU Chi Kuen, Principal Lecturer, Department of Journalism, School of Communication, Hong Kong Baptist University; Mr. Joe LAM, Chairman, and Mr. Jacky POON, Vice-Chairman, of Hong Kong Press Photographers Association; Ms. SHUM Yee Lan and Ms Kaman CHEUNG, Executive Members of Hong Kong Journalists Association; Professor Anthony CHEUNG, Chairman, and Mr. Ambrose HO, Vice-Chairman, of Consumer Council.

The winning entries of the 2012 Consumer Rights Reporting Awards can be found in Appendix 12.

## 與傳播媒介的聯繫

本會積極建立與傳媒的聯繫，以達至推廣消費者教育和保障的工作，就各種消費者權益問題經常與傳媒保持接觸，包括定期的新聞發布會、新聞稿發布和專訪等，將本會的資訊和建議發放予公眾。本會十分重視傳媒的影響力，它們的報道讓市民認識本會在消費者保障方面多元化工作和活動，有助本會取得公眾支持。

道瓊斯公司由二零一一年六月開始發送本會新聞稿，讓消費者議題能透過此途徑與各方面保持緊密聯繫，本會的新聞稿備受全球各專業界別及訂戶歡迎。

## 消費權益新聞報道獎

每年一度的消費權益新聞報道獎已為新聞界廣泛認同，認為有助提升專業水平。報道獎由本會與香港記者協會及香港攝影記者協會分別於二零零零年及二零零七年開始合辦，已經踏入第十二屆。今年共有175份參賽作品競逐七個組別的獎項，分別是印刷新聞（報章及雜誌）（76份）、特寫（報章及雜誌）（47份）、電視新聞（5份）、電視特寫（17份）、電台新聞（9份）、電台特寫（7份）和新聞攝影（14份），參賽作品題材廣泛，包括消費者權益及消費者關心的議題。

報道獎的評判包括：香港中文大學新聞與傳播學院副教授李立峯博士；香港浸會大學傳理學院新聞系首席講師劉志權先生；香港攝影記者協會主席林振東先生；香港攝影記者協會副主席潘政祁先生；香港記者協會執行委員岑倚蘭女士及張嘉雯女士；消費者委員會主席張炳良教授和消費者委員會副主席何沛謙先生。

得獎名單見附錄十二。

## Top Ten Consumer News

The public concern over the issues of mainland pregnant women using local medical services was voted the top story in the Top Ten Consumer News election for the Year of the Rabbit. The event, in its eighth year, was organised jointly by the Council in association with News Channel of Hong Kong Cable Television, Radio Television Hong Kong and Hong Kong Economic Times, with Fan, Chan and Co. as the Honorary Auditor.

Members of the public were invited to select and vote for the top ten consumer news, out of a list of 20, which in their view were uppermost on the mind of consumers during the Year of the Rabbit in Hong Kong. It drew a total of 2 007 voters who cast their votes online or in print entry forms in the first half of January 2012. Full results and their vote count of the Top Ten Consumer News of the Year of the Rabbit, in their sequence, are as follows:

1. Influx of mainland mothers pushes up charges for maternity packages and squeezes local mothers out of private hospitals (2 007 votes)
2. Price hike of electricity higher than inflation (1 949 votes)
3. Earthquake and radiation leak in Japan led to panic buying of salt (1835 votes)
4. People suffer from hiking food prices (1 766 votes)
5. Chemical DEHP found in imported food products from Taiwan (1 617 votes)
6. Shortage of baby formula caused by cross borderers demand (1 358 votes)
7. Flooding in Thailand led to price increase in eggs and rice (1 243 votes)
8. Small retail shops selling products under recommended price complained about pressure imposed by supplier, demanded implementation of competitive law (1 216 votes)
9. Government sought public opinion on regulating privately run columbarium (1 177 votes)
10. Government suggests expanding plastic bag levy to all retails outlets (1 093 votes)

## 十大消費新聞揭曉

內地孕婦湧港產子被選為兔年十大消費新聞的第一位。十大消費新聞選舉已經第八年舉辦，由本會聯同有線新聞台、香港電台與香港經濟日報合辦，范陳會計師行為義務核數師。

在二十則備受消費者關注的新聞中，由公眾選出十大消費新聞。是次活動共有2 007名市民參加，在二零一二年一月上旬透過互聯網、傳真和郵寄方式投票。

「兔年十大消費新聞」選舉的結果和排名如下：

- (一) 內地孕婦湧港產子 私院加價港媽無位 (2 007票)
- (二) 兩電加幅高於通脹 (1 949票)
- (三) 日本地震後洩輻射引發消費日貨恐慌 中港現食鹽搶購潮 (1 835票)
- (四) 食物通脹颯 市民生活苦 (1 766票)
- (五) 台灣塑化劑風波 含致癌物食品流入港 (1 617票)
- (六) 水貨客搶購奶粉 本地家長叫苦連天 (1 358票)
- (七) 泰國洪災 米蛋價暴漲 (1 243票)
- (八) 小店廉售貨品疑遭欺壓 期競爭法立法促公平市場 (1 216票)
- (九) 政府計劃設發牌制 規管私營骨灰龕 (1 177票)
- (十) 政府建議膠袋徵費擴至所有零售店 (1 093票)

## The Shoppmart Website

Launched in 2007, the Shoppmart website ([www.consumer.org.hk/shoppmart](http://www.consumer.org.hk/shoppmart)) dedicated specifically to enhance consumer confidence and protection to Mainland visitors shopping in Hong Kong. Available in both traditional and simplified Chinese, the website “精明消費香港遊” offers a unique one-stop consumer service covering a broad range of products and topics of interest and concern to Mainland tourists. A main focus of the web is the provision of practical shopping information on a number of categories of goods most favoured by Mainland visitors. In terms of the download frequencies, the most favourable web content in the Year 2011 -12 was research reports of cosmetic products, digital cameras and shopping hints of mobile phones.

Further, the web also features useful consumer-related issues on, inter-alia, the differences in consumer culture and trade practices between Hong Kong and the Mainland, dining and sightseeing, money exchange and transportation, consumer safeguards and complaint channels, etc. It can be readily accessed via an extensive network of hyperlinks with the websites of consumer organisations in the Mainland, through the co-operation and assistance of the National Tourism Administration of The Peoples’ Republic of China and the China Consumers Association.

During the year, the content of the website was continually updated and expanded – amongst others, a total of 14 ‘Consumer Alerts’ and 17 abridged versions of CHOICE test and survey reports of particular interest to Mainland visitors were uploaded. So far, up to the end of March 2012, the cumulative hit rates of the website reached more than 102 million.

To gauge Mainland tourists’ views on the website content, design and browsing speed, the Council conducted an online survey in the year. It was revealed that most of the respondents found the content and design of the website useful and attractive. Base on the results of the survey, the Council will launch a revamp on Shoppmart in the coming year to further strengthen the content and functions of the website.

## 網站「精明消費香港遊」

二零零七年本會啟動為內地旅客而設的網站 — 精明消費香港遊([www.consumer.org.hk/shoppmart](http://www.consumer.org.hk/shoppmart))，旨在提高內地旅客在港消費的信心，以及加強保障他們的消費權益。網站備有繁體和簡體字版，為消費者提供獨有的一站式消費服務，內容覆蓋熱門商品及內地旅客關注和感興趣的課題。網站於二零一一至一二年的最受歡迎內容為化粧品、數碼相機研究報告、及手提電話消費錦囊。

此外，網站列出中港兩地一些有關消費文化和營商手法的差異，及飲食觀光資訊、貨幣兌換和交通、消費者保障和投訴途徑等。透過中國國家旅遊局及中國消費者協會的協助，網站得以超連結到內地各省市的消費者組織，方便內地消費者。

年內，我們不斷更新及擴充網站的內容 — 合共上載14個消費警示及17篇內地旅客特別感興趣的《選擇》月刊測試及普查報告精華版。截至二零一二年三月底，網站的累積點擊率超過一億二千萬次。

本會於年內透過網上調查，搜集內地旅客對網站內容、設計及瀏覽速度的意見，結果顯示大部分使用者認為網站內容實用，設計吸引。本會將根據調查結果，於來年更新網站，進一步強化網站內容及功能。

## Council's website: access to all

The Council's official website has taken the initiatives to cater for the needs of underprivileged groups. Hearing impaired consumers are now able to get access to the information of Supermarket Price Watch and Auto Fuel Price Calculator on Council's website through a 3G handset. The service is provided jointly with Hong Kong Lutheran Social Service. The hotline has been the top 5 telephone services used since its inauguration in March 2011.

It is the Council's commitment to improve the accessibility of the website to not just the hearing impaired, but also the visually impaired. The Council has been carrying out web page enhancement to accommodate their needs. Completed in midyear, the website has reached the AA standard stipulated in the Web Content Accessibility Guidelines (WCAG) developed by the World Wide Web Consortium (W3C).

## World Consumer Rights Day

The theme of this year's World Consumer Rights Day (WCRD) which falls on March 15 every year, is 'Our money, our rights: campaigning for real choice in financial services'. The campaign called for safe and fair financial services for all consumers. The WCRD drive was spearheaded by the Consumers International (CI) working with its members to build an international picture of the experience of consumer organisations and consumers in the area of financial services.

In support of the campaign, the Council compiled a report of typical consumer complaints which mainly involve fee disputes in the March issue (425) of CHOICE. Useful advice to consumers was also included.

The report revealed that despite the uncertain economic outlook and minimal deposit interest rates, banks in Hong Kong have been raising their service charges in recent years. Consumers not fully aware of various bank charges might have to pay more and disputes will be easily caused.

The report also touched on the following these two issues – the cost of using credit card for cash advances, the intermediary bank fees of remittance services.

## 本會網站：無遠弗屆

本會網站為弱勢社群的特別需要主動提供方便，弱聽人士現在可透過本會網站和3G手機，取得超市格價和油價計算機的資料。有關服務由本會及路德會合作推行，有關的熱線服務自二零一一年三月推出後，本會資訊是首五位最受歡迎的熱線服務。

在加強對弱聽人士服務之外，本會為照顧視障人士需要，於年內提升網站的無障礙瀏覽功能，並於二零一二年中完成有關計劃，本會的無障礙網頁已達致萬維網聯盟的《無障礙網頁內容指引》(W3C WCAG)的AA級別標準。

## 全球消費者權益日

每年三月十五日是國際消費者聯會（國際消聯）倡議的全球消費者權益日，今年主題定為「我們的金錢，我們的權利：爭取金融服務有真正的選擇」，呼籲為所有消費者提供安全及公平的金融服務。在國際消聯的領導下，促進國際間各消費者組織及消費者在金融服務方面的經驗。

為響應全球消費者權益日，本會在三月出版的《選擇》月刊（425期）刊載專題報告，報道常見的金融服務收費投訴個案，提醒消費者要注意的地方。

報告指出，在經濟前景不明朗及存款利率低的情況下，香港的銀行於近年仍不時調高收費，消費者若不注意銀行的收費，便可能需付出較高的費用，甚至出現收費爭拗。

報告涵蓋了信用卡透支收費，以及海外匯款所涉的代理銀行手續費這兩方面。