

## CHAIRMAN'S MESSAGE 主席的話

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Professor Wong Yuk-shan, BBS, JP  
Chairman  
黃玉山教授，銅紫荊星章，太平紳士  
主席



The wheel of time rolled on forever and so did the Consumer Council in keeping up its work with the changes in time. The past year has been one of fruitful achievements which saw the Council releasing a series of study reports, taking a long hard look at a myriad of consumer issues and concerns: ranging from sustainable consumption advocacy to the trend and risks in online shopping, and a new approach in consumer dispute arbitration to a proposed licensing regime for the regulation of medical beauty services. In our mission to safeguard consumer rights and interests, it is imperative that we should have a foresight to discern any emerging consumer trends and hidden pitfalls and, furthermore, put into place practical and feasible measures in ensuring the long-term development of a fair and sustainable consumption environment.

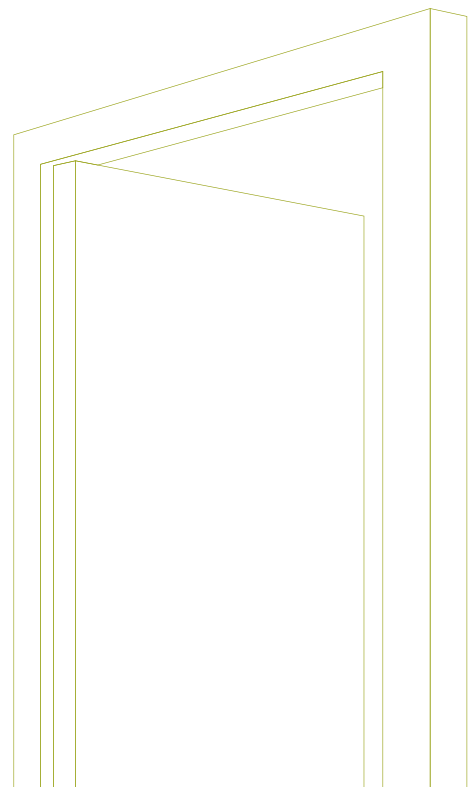
The past few years have seen, notably, the “Residential Properties (First-hand Sales) Ordinance”, the “Trade Descriptions (Unfair Trade Practices) (Amendment) Ordinance” and the “Competition Ordinance” coming into operation. In no small way, they symbolise the fruits of years of persistent advocacy, but we must nonetheless guard against any complacency. For what we have to deal with nowadays are consumer issues of growing complexity as never before. We must therefore dedicate more of our energy in policy research and strategy and at the same time secure greater consumer empowerment for the consumers to protect themselves.

Consumer dissatisfaction against the medical beauty services that led to complaints to the Council have risen sharply in recent years. In a report released at the end of last year, it was revealed that over 70% of the survey respondents reported having to endure undesirable sales tactics of all sorts while receiving beauty treatment. As a remedy, the Government is urged to consider introducing a licensing system to regulate the industry. Other initiatives included production of short videos based on actual complaint cases for transmission through the Council’s website and the social media. The Council is convinced that through a multi-pronged approach of policy research and case analyses coupled with a comprehensive consumer education initiative, the rights and interests of consumers would be protected more effectively.

時代巨輪不斷前進，本會維護消費者權益的工作也一直與時並進。回顧上年度，本會的工作成果豐碩，接連推出多份具前瞻性的研究報告，內容由倡議可持續消費、分析網購趨勢和風險、提出嶄新的消費仲裁機制，以至促請當局為醫學美容業界設立明確的牌照制度。本會的使命，要有效守護消費者權益，重點是洞悉先機，探索各項消費議題的新趨勢和風險隱患，並提出切實可行的措施，為長遠建立一個公平及可持續的消費環境播下種子。

過去幾年，《一手住宅物業銷售條例》、《商品說明(不良營商手法)(修訂)條例》和《競爭條例》陸續生效，標誌著消委會多年來的努力取得一定成果。然而，保障消費者的工作不能就此停下，面對社會上愈來愈複雜的消費議題，本會強調做好政策研究的同時，需加強消費者自我保護的能力。

近年涉及醫學美容的消費者投訴大幅上升，本會去年底發表大型研究報告，披露逾7成受訪用家在接受美容療程時面對各種不良營銷手法，倡議政府對症下藥，為業界引入發牌制度



Young people have always been the major focus in the work of the Council. In the face of an enticing kaleidoscope of goods and services of all kinds, fuelled by the ease and convenience of online shopping, electronic payment, and loans for borrowing as well as a consumer culture that encourages “spending money before it’s earned” and “instant gratification and enjoyment”, the challenge for the youngsters to resist impulse purchase is intensifying. In the absence of proper consumer values and guidance, young people could easily be confused by their “wants” and “needs” and led astray, resulting in excessive consumption or worse, rising debts. For 18 years continuously, the Council has been engaged in organising “Consumer Culture Study Award” for the young to raise their level of awareness and understanding towards various consumer issues, and empowerment for self-protection. Progressive plans are being drawn up to extend the programme all the way to primary school pupils in an effort to foster proper consumer concepts at a very young age.

At the other end of the spectrum, the aging population in our community have also brought new challenges. The Census and Statistics Department has projected in its estimate that within the next 30 years, there will be one in every three persons aged 65 or above. The rapidly aging population has brought drastic changes with the emergence of a silver market to cater to an increasing demand of the society for goods and services for the elderly. Besides the need to strengthen our surveillance on the quality of related goods and services, we will endeavour through our consumer education and other publicity activities to prevent exploitation of the silver consumers, and to their power for self-protection.

The Council continues to actively promote sustainable consumption, including the formation of a working group to oversee the dissemination of study reports pertaining to the durability and maintenance of different types of products for inclusion in all test and survey reports where relevant. A Council’s report released last year indicated that while people in Hong Kong are generally acquainted with the idea of sustainable consumption, they have yet to put it into practice. We have established an expert consultation group to target specifically primary school pupils to instill in them concepts of rational and sustainable consumption. We will do our utmost to galvanise all sectors of the society into action. A balance should be struck to ensure

和改善政策，又將部分真實投訴個案製作成短片，透過消委會網站及社交媒體發放相關訊息。本會深信，只要多管齊下，透過政策研究、個案分析，及全方位的消費者教育，便能更有效保障消費者的權益。

青少年一直是消委會關注的群體，面對各式產品服務的花花世界，加上網購和電子錢包的便利，消費模式愈來愈便捷。同時，市面上各種借貸服務亦大行其道，鼓吹「先使未來錢」和「及時行樂」等價值觀。年青人若沒有正確的消費觀念，容易混淆「想要」和「需要」，出現過度消費，甚至借貸消費等不良習慣。故此，本會連續18年舉辦「消費文化考察報告獎」，提升年青人對不同消費議題的瞭解，增強他們自我保護能力。本會未來將提出更具前瞻性的計劃，從小學開始，為下一代培養正確的消費觀念而努力。

除了年青人外，人口老齡化亦為消費者權益帶來挑戰。政府統計處早前推算，本港不足30年內，每三名市民中，就有一位是65歲以上的長者。急速的人口老齡化亦為消費模式帶來劇變，銀髮市場的興起，意味著社會對提供給長者產品或服務的需求日益殷切。本會除加強檢視相關產品服務質素外，亦會透過消費者教育及各類型宣傳活動，防範各種不良營商手法，以及加強銀髮消費社群的自我保護能力。

此外，本會也積極推行可持續消費的工作，包括成立工作小組，發表專題研究報告，將各類產品的耐用性及保養維修等議題，納入測試和調查項目中。根據本會去年發表的一份報告顯示，香港人普遍認識可持續消費的意義，卻未能付諸實行。本會已成立專為小學生消費教育

that the pursuit of economic growth and livelihood improvement must not be achieved at the expense of sustainable consumption for future generations.

A dedicated professional team is essential to successfully fulfilling all of our diverse range of functions in consumer protection and empowerment. I am immensely grateful to the Council's Chief Executive Ms Gilly WONG and the team she led for their perseverance and very hard work for the Council development and its work in consumer protection and empowerment. I would like to take this opportunity to also thank the outgoing Co-opted Members Prof. James SHE and Ms Clara SHEK; and to welcome the incoming Co-opted Members, namely Ms Eliza CHAN, Mr CHANG Kwong-tak, Mr Daniel C LAM, SBS, JP, Mr LEUNG Chun-kit, Mr Gabriel PANG, Mr Tony TANG Kwok-wai, Mrs Susanna TSOI LAI Yuet-sum, MH, Mr WONG Kam-leung, Ms WONG Mei-ling, and Dr Eunice YIM Pui-yu. Their contribution will, I am sure, bring the Consumer Council to a new height of achievement.

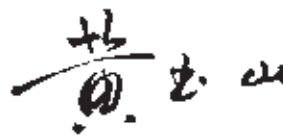


Professor Wong Yuk-shan, BBS, JP  
Chairman



而設的專家諮詢小組，把理性消費、可持續消費等重要觀念逐步帶給下一代。消委會將竭盡所能，期望結合社會各界的力量，落實可持續消費的工作，確保社會在追求經濟發展和生活改善的同時，不致犧牲下一代的福祉。

要順利地推展各項消費者保障工作，一支優秀的工作團隊必不可少。本人由衷感謝本會總幹事黃鳳嫻女士及她所帶領的團隊，堅持不懈為本會發展和消費者權益而努力。我亦藉此機會向卸任的增選委員許丕文教授和石嘉麗女士表達謝意。另外，謹在此歡迎新上任的增選委員陳芝瑛女士、張廣德校長、林濬先生，銀紫荊星章，太平紳士、梁俊傑校長、彭子傑先生、鄧國偉先生、蔡黎悅心女士，榮譽勳章、黃錦良校長、王美玲女士及嚴沛瑜博士，深信他們的加入，將使本會的消費者保障工作更上一層樓。



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