

Disseminating Consumer Information

傳播消費資訊

The Council informs and guides consumers about their rights through the communication of information by means of a diversity of media tools and channels. Effective information dissemination empowers consumers to be vigilant for undesirable trade practices and on alert to unsafe goods and substandard services, while also enables the consumers to make wise choices and act as responsible consumers.

消委會透過不同媒體工具及渠道傳遞信息，確保消費者瞭解其享有的權益。我們深信有效的信息發布能加強消費者對不良營商手法的警覺性、對不安全的產品和劣質服務有所警惕，使他們能夠作出明智的消費選擇，同時也做個負責任的消費者。

Championing Topical Issues via Different Channels

During the year, the Council waged a publicity campaign regarding the newly enacted Trade Descriptions (Unfair Trade Practices) Amendment Ordinance using innovative ideas and presentation via different channels and new media. Timely advice and response were provided to media as they covered the issues relating to the legislation from different perspectives.

Interviews or briefings were set up for the press regarding other significant issues like competition within the grocery market, supplies of powdered infant formula and the reassignment of 3G spectrum.

Education Campaign on the Amended Trade Descriptions Ordinance

The Trade Descriptions (Unfair Trade Practices) (Amendment) Ordinance came into effect on 19 July 2013. To heighten consumers' awareness of their legal rights under the legislation and the concept of "shopping smart", a consumer education campaign was launched in collaboration with the enforcement agencies. Messages were conveyed in the form of videos, comics, roving exhibitions as well as radio dramas and press interviews. The Council also developed a dedicated website (www.consumer.org.hk/unfair_trade_practices) to disseminate related information on the newly enacted provisions. The website attracted a total of 120,751 page views during the year.

多元媒體渠道 傳達消費熱話

年內《商品說明(不良營商手法)(修訂)條例》生效，本會以創新意念和表達手法，透過不同渠道和新媒體，策動宣傳及推廣活動。本會更向傳媒提供適時的建議及回應，協助它們以不同角度報道與條例相關的課題。

至於其他重要議題，例如：雜貨零售業涉違反競爭行為、嬰幼兒配方奶粉供應及3G頻譜重新指配等，本會亦為新聞界安排訪問或簡報會。

商品說明條例 開展宣傳活動

《商品說明(不良營商手法)(修訂)條例》於2013年7月19日生效。為提升公眾對條例下消費者法律權益的認知及推廣「精明消費」的概念，本會聯同條例的執法部門舉辦了一系列消費者教育活動，藉著錄像、漫畫、巡迴展覽，電台廣播劇和報章專訪來傳遞信息。本會更建構專屬網站(www.consumer.org.hk/unfair_trade_practices)，提供相關資訊。年內，累計網頁瀏覽頁次達120,751。

The website contained a series of six one-minute dramas that portrayed typical scenarios where traders might be found liable for new offences under the legislation, namely, False Trade Descriptions, Misleading Omissions, Aggressive Commercial Practices, Bait Advertising, Bait and Switch, and Wrongly Accepting Payment. It was followed by a brief explanation of the offence concerned and consumer alerts were presented by a delightful character – the “Smart Eyes”.

The videos were presented in three languages – Cantonese, Putonghua and English. They were also played on RoadShow's BUS-TV system.

In collaboration with Radio Television Hong Kong, 13 episodes of radio dramas were created for the purpose of promoting the legislation, followed by question and answer opportunities by representatives from the Council and law enforcement agencies.

To target the younger generation of consumers, the Council also created six online comics series to offer a snapshot view of the amended legislation. Each of the series was built around the shopping experiences of members of the Onion family and particularly the sales tactics they encountered and their disappointment after they had been defrauded.

At the end of each comic episode, the icon of “Smart Eyes” – a pair of eyes with flapping wings – appeared to offer explanations about the offences, followed by practical advice for consumers. The online comics attracted significant attention and gained a total of 50,585 page views. The series was also carried in newspapers including Headline Daily, Hong Kong Economic Times and Sky Post.

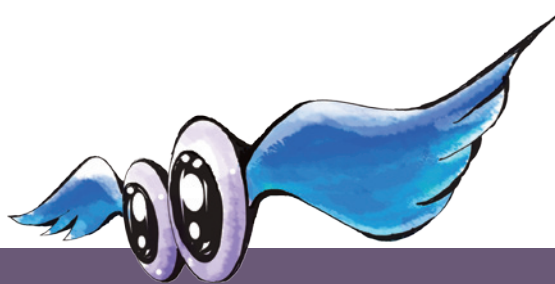
網站網羅六條一分鐘的短劇，演譯《修訂條例》所禁止的罪行，包括：虛假或誤導性商品說明、誤導性遺漏、具威嚇性的營業行為、餌誘式廣告宣傳、先誘後轉銷售行為和不當地接受付款。短片隨後透過討人歡喜的角色「精靈眼」作出簡單解說，說明條例禁止的罪行，讓消費者保持警覺。

短片備有三種語言，包括廣東話、普通話和英文，同時亦於公共巴士路訊通系統播放。

本會與香港電台聯合製作13集電台廣播劇，宣揚新修訂《商品說明條例》的資訊，輔以消委會及條例執法機構代表參與答問環節，講解詳情。

為針對年青一代消費者，本會推出六個單元的網上漫畫，扼要介紹這《修訂條例》，故事環繞「洋葱家族」一家的消費經驗，描述他們遇到的不良銷售手法和被騙後的無奈。

每個單元的結尾由揮動翅膀的大眼睛「精靈眼」登場，解說有關罪行，為消費者提供實際建議。這個網上版漫畫系列吸引廣泛注意，錄得總計50,585瀏覽頁數。此漫畫系列亦刊登於本地報章，包括：頭條日報、香港經濟日報及晴報。



“The idea of the ‘Onion Family’ came to mind as we thought of the predicaments in which consumers are being ripped off by unscrupulous traders; like an onion having its skins stripped off one by one. We believed that the stories illustrating the offences would be made more focused, vivid and impressive by a set of creative and colourful comic figures representing a family. So to speak, it is the birth of the ‘Onion Family’.” said Mr Simon Chui, Deputy Chief Executive of the Consumer Council.



副總幹事徐振景先生說：「想起當消費者遇到欺負時，就如洋葱給層層剝掉一樣，洋葱家族就在這意念中誕生。我們相信，採用創意而色彩豐富的漫畫人物，以一家人的遭遇說故事，可以更鮮明集中、活靈活現地說明有關的營商罪行。」



CHOICE Magazine

The Council's monthly magazine, CHOICE, is widely recognised as an independent and impartial platform to provide credible, reliable and useful information and advice on all matters of interest to consumers. It features the latest test reports, research studies as well as alerts about consumer traps and information on complaint cases. CHOICE features regular columns to highlight issues relating to consumer complaints, hazardous products, health and nutrition, drug safety and investor education.

Accepting no advertisements in CHOICE or donations for the body, the Council upholds the principles of independence and impartiality in evaluating goods and services available to consumers within the market.

The print edition of CHOICE is available through both subscription and sales via retail outlets including newsstands, convenience stores, supermarkets and bookshops throughout the territory. In 2013-14, the overall combined sales averaged 20,249 copies per issue, split evenly between subscription and retail sales.

The July issue (#441), featuring the test report concerning Sugars Adulteration And Antibiotics Residues Detected In Honey, along with other topics, was deemed the most popular as the first print of 23,000 copies sold out within a few days and a reprint of 3,000 copies was ordered to meet demand.

CHOICE has been made available online (<http://choice.yip.com.hk>) since 2004. Users can access both free and paid reports published in the current issue as well as back issues of CHOICE. There were over 66,000 downloads during the year under review, which represented an 11% increase compared with the previous year.

《選擇》月刊

本會出版的《選擇》月刊被廣泛公認為獨立公正的資訊平台。發放可信、可靠及有用的資訊、建議和意見，影響深遠。每期月刊主要刊載測試和研究報告、提供各式消費陷阱的警示，以及介紹各類投訴個案等。月刊亦常設專欄，凸顯與消費者投訴、危險產品、健康與營養常識、藥物安全和投資者教育等相關的課題。

本會恪守不接受任何商業廣告及捐款的原則，確保本會在評定市場上與消費者相關的產品和服務時，秉持獨立和公正的立場。

印刷版《選擇》月刊的銷售途徑分為訂閱和零售。零售點包括報攤、便利店、超級市場和書店。月刊在2013-14年度的總銷量平均為每期20,249冊，訂戶及零售各佔總銷量的一半。

2013年7月份（441期）《選擇》月刊報道有關蜂蜜測試的研究，指出部分蜂蜜樣本摻雜糖份及含抗生素殘餘。連同其他議題，這期月刊熱銷，初版23,000冊於數天內沽清，須再版印刷3,000冊以滿足讀者需要。

自2004年始，市民也可以登入（<http://choice.yip.com.hk>）瀏覽《選擇》月刊網上版的免費和付費文章。網絡使用者除可瀏覽當月出版的文章外，更可透過資料庫瀏覽過去的月刊。年內，《選擇》月刊網上版錄得超過66,000個下載，比去年上升了11%。



Short video drama on the Trade Descriptions (Unfair Trade Practices) (Amendment) Ordinance 2012.

簡介《2012年商品說明(不良營商手法)(修訂)條例》的短劇。

Connecting with Mass Media

The Council remained in daily contact with mass media on all matters of consumer interest, which contributes significantly to the fulfillment of the Council's statutory duty to disseminate consumer information to the public. Regular press conferences relating to CHOICE magazine coupled with briefings and interviews on consumer issues were held for mass media throughout the year. A total of 201 press releases and statements (101 Chinese and 100 English) were issued during the year, most of these were related to topics published in CHOICE magazine, in addition to Council's response and position concerning prominent consumer issues and policies.

The Council also frequently participated in TV and radio programmes during the year and actively provided information to the media to ensure the empowerment of consumers.

In cases where traders were found to persistently engage in unfair and dishonest practices against consumers, the Council expressed its disapproval and alerted consumers by exposing the name and business location of the offending parties through the mass media.

Enhancing Communication through Internet

The Council's official website (www.consumer.org.hk) provides a wide range of information for access by consumers, with barrier-free features for impaired users. Information posted on the website includes press releases, information on product recalls and alerts, government submissions and shopping tips. Consumers can also lodge complaints via the website or compare grocery prices among the 1,650 supermarket items which are updated daily.

與大眾媒體的聯繫

本會每天都因應各種消費權益議題，與傳媒保持聯繫，以盡本能向公眾傳遞消費資訊。除每月《選擇》月刊出版當日的記者招待會外，亦會針對不同消費課題，舉行新聞發布簡介會及安排專訪。年內，本會發表了總計201篇新聞稿和聲明（101篇中文及100篇英文）。內容除大部分文稿與《選擇》月刊的專題內容有關外，本會亦就重大消費議題及政策發表回應和立場書。

本會同時十分重視與電視台及電台的合作，經常參與媒體節目，並積極向傳媒發布信息，以加強消費者維護自身權益的能力。

一旦發現經營手法不公平及不誠實、屢勸不改的商戶，本會會透過傳媒作出譴責並公開其商號及營運地址，警惕消費者。

透過互聯網 加強與消費者溝通

本會的網站 (www.consumer.org.hk) 讓消費者輕鬆瀏覽豐富的消費資訊，並結合無障礙瀏覽功能，適合傷健人士使用。本會網站載有的資訊包括新聞稿、產品回收及安全警示、政策立場書及購物提示。消費者也可透過網站遞交投訴表格。網站的「網上價格一覽通」涵蓋1,650件超市貨品，價格資訊每天更新，以供消費者比較及參考。



The July issue of CHOICE magazine which featured the test report on honey was so popular that the first print of 23,000 copies was sold out within a few days, and a reprint was ordered.

刊載蜂蜜測試報告的七月份《選擇》月刊反應熱烈，初版23,000本於數天內售罄，須再加印。

Press conference on CHOICE magazine was held once a month. 每月舉行《選擇》月刊新聞發布會。



Tourists from mainland China can also make use of the Shopsmart website (www.shopsmart.org.hk) to learn about smart shopping tips, notes on Hong Kong trade usage and culture as well as the consumer protection in Hong Kong.

To provide tourists better information that leads to more informed shopping choices, the website underwent a revamp during the year. The website content was enhanced with information on some of local conventional retail practices. Complaint cases in relation to different popular commodities for tourists, like dried seafood, jewellery and watches, and telecommunications equipment were uploaded for users' reference.

In view of the increasing number of tourists coming to Hong Kong under the Individual Travel Scheme, the website also carried additional information on lodging and transportation in the territory, coupled with some of the rules and regulations on board of buses and mass transit railway.

To facilitate easier browsing, new features were added to the website which enabled readers to sort products by price and specific rating, as well as select specific models for easy comparison in respect of their specifications.

The website received 485,632 visits and 1,500,054 page views during the year, and information related to mobile phones, cosmetics and watches were the most read topics.

內地旅客在港消費，可利用「精明消費香港遊」網站 (www.shopsmart.org.hk)，獲取精明購物提示、認識本地消費習慣，以及在港消費的權益和保障。

本會年內已更新網站，為內地旅客提供更佳資訊，從而作出更精明的購買決定。我們加強網站內容，彙列一些有關本地慣常銷售做法的資料供旅客參考。旅客喜愛的熱門商品，諸如乾貨海產、珠寶和手錶及通訊器材的相關投訴個案亦上載至網站。

隨著「個人遊」計劃的實施，內地訪港旅客人數增多，網站遂增設本地住宿與交通的實用資訊；同時亦加入一些有關乘搭巴士及港鐵的規例和規則以供參考。

為了方便消費者在此網站尋找各種產品資訊，本會更新了搜尋功能，瀏覽人士除可憑價格和特定評級來排列貨品，也可選取特定的型號，方便比較貨品規格。

年內，瀏覽此網站的人次和頁次，分別為485,632和1,500,054。最受歡迎的主題是手提電話、化妝品及手錶。

Shopsmart website provides a wide array of shopping tips for tourists from mainland China.

「精明消費香港遊」網站為訪港內地旅客提供各式消費資訊。



Raising Public Awareness through News

Without exception, this year was highlighted by the Consumer Rights Reporting Awards and Top Ten Consumer News, organised in collaboration with the news industry to encourage reporting on consumer issues with a view to promoting consumer protection and public awareness of consumer rights.

The Consumer Rights Reporting Awards

The 13th Consumer Rights Reporting Awards was organised by the Council in association with the Hong Kong Journalists Association and the Hong Kong Press Photographers Association, with the objective to encourage reporting of consumer rights protection.¹²

The Council received a total of 170 entries to the Award under seven categories: print news, print features, television news, television features, radio news, radio features and press photos.

The winning entries highlighted some of the hot topics that were of public concern during the year, such as the sales practices and regulation of medical beauty services, Employee Choice Arrangement of the Mandatory Provident Fund, sales tactics of estate developers and parallel trading in baby formula and other goods.¹³

聚焦消費新聞 提升公眾關注

年度盛事，首推本會舉辦的「消費權益新聞報道獎」和「十大消費新聞選舉」，此兩項活動由本會與新聞界合辦，旨在鼓勵傳媒報道消費新聞，促進市民對消費保障的認識，提高各界對消費者權益的關注。

消費權益新聞報道獎

第十三屆「消費權益新聞報道獎」由本會與香港記者協會及香港攝影記者協會攜手舉辦，目的是為了表彰保障消費權益的報道。¹²

年內本會共收到170份參賽作品，競逐七個組別的獎項，分別是印刷新聞、特寫、電視新聞、電視特寫、電台新聞、電台特寫和新聞攝影。

報道獎的得獎作品，題材環繞年內備受公眾關注的熱門議題，例如：醫學美容服務業的推銷手法和規管問題、強積金「僱員自選安排」計劃、發展商銷售樓宇的手法，以及嬰兒奶粉及其他商品的水貨問題。¹³

The Secretary for Commerce and Economic Development of Hong Kong, the Hon. Gregory SO Kam-leung, GBS, JP and some award winners at the Consumer Rights Reporting Awards.

香港商務及經濟發展局局長蘇錦樑先生，金紫荊星章，太平紳士，與部分「消費權益新聞報道獎」得獎者合照。



12 See Appendix 12 for the list of adjudicators for the Awards. 報道獎的評判名錄見附錄十二。

13 See Appendix 13 for the list of winning entries of the 13th Consumer Rights Reporting Awards. 第十三屆「消費權益新聞報道獎」得獎名單見附錄十三。

Top Ten Consumer News (Year of the Snake)

The event, in its 10th year, was jointly organised by the Council along with Cable TV News, Radio Television Hong Kong and Hong Kong Economic Times and Sky Post. To celebrate the occasion, a 10th anniversary prize was set up for the event.

Starting from mid-January till the end of the month in 2014, members of the public were invited to select and vote for the top ten consumer news, out of a list of 20, that in their view were of the utmost importance to consumers during the year of the Snake in Hong Kong.¹⁴ The event drew a total of record high of 3,600 voters, with the number boosted by the increase in online voters who cast their ballot via the new mobile website created as an additional channel apart from the official website and print entry forms.

蛇年十大消費新聞揭曉

「十大消費新聞選舉」舉辦至今已踏入第十年，由本會聯同香港有線新聞有限公司、香港電台、香港經濟日報與晴報合辦。是次活動特設「十大消費新聞選舉十周年大獎」獎項，以作周年誌慶。

由2014年1月中至1月底，公眾在20則備受消費者關注的新聞中，投選蛇年十大消費新聞¹⁴，此活動吸引3,600名市民參與投票。參加者除了以郵寄、傳真，或登入本會網站投票外，也可透過手機應用程式參與投票，因電子投票的人數有所增加，令總投票人數創歷年新高。

Top Ten Consumer News (Year of the Snake) was announced on 23 January 2014.
蛇年十大消費新聞於2014年1月23日公布。



14 See Appendix 14 for the poll results of Top Ten Consumer News (Year of the Snake).
「蛇年十大消費新聞」選舉結果見附錄十四。