

Message from the Chief Executive

總幹事的話



Ms Gilly WONG Fung-han
Chief Executive
黃鳳嫻女士
總幹事

Consumers today live in a world of accelerated digital connectivity, within a digital marketplace that caters to virtually everything that the traditional marketplace may offer, from clothes to food, accommodation to transport. Clearly, in a closely connected consumer world, the imperative for the Council to build greater trust between the consumers and businesses has become ever more crucial.

In the year under review, the Council has advocated for a mandatory cooling-off period in Hong Kong. We have also campaigned for an age-friendly consumption environment for the growing elderly population who are vulnerable to age exploitation and unfair trade practices. Likewise for our young students, we would want fair and mutually beneficial overseas education advisory service be provided to facilitate their quest of further education abroad. Hopefully, our findings and recommendations published in the study reports on these 3 areas will contribute to positive change in the coming years.

隨著數碼世界互聯貫通，慣常由傳統市場提供的衣、食、住、行所需，現代消費者幾乎均可透過網絡市場一一滿足。顯然，當消費世界愈見緊密聯繫，消委會認為消費者與業界建立更強大的互信是迫切和重要的工作。

回顧過去一年，本會倡議設立強制性冷靜期，推動本地消費者的保障。我們亦積極研究建立長者友善的消費環境並提出建議，保護他們不會因年長而變得脆弱，遭受不良營商手法剝削。同樣地，我們希望為有志到海外升學的年輕學生，提供一個中立和有利雙方的海外教育諮詢服務，以學生未來發展為依歸。期望以上三大研究報告的結果和建議，可於未來數年逐步落實推行。

The year ahead promises to be as productive as it is challenging. The Council has set its policy directions in the way forward with a new 3-year strategic development blueprint 2019-22, a continuation of the preceding strategic plan 2016-19, which sets a target of 5 goals and 21 key focus areas. I am delighted to report that we were able to achieve the target up to 91% either fully completed or in good progress in different fronts of the Council's work including policy advocacy, information dissemination, digital communications and dispute resolution.

As a consumer watchdog, we are resolute and vigilant in keeping tabs on the marketplace for unfair practices and early signs of emerging trends, scams or frauds. The year saw a welcome 2% drop, year on year, in the overall consumer complaints (25,326 cases). Despite the drop, a sharp increase in complaints related to "medical services" was recorded, surging 213% to 2,436 cases, with nearly 90% of the complainants being Mainland tourists. The disputes were triggered by a supply shortage of HVP vaccines, which subsequently led to business closure of a vaccination service provider. Continuing on an escalating trend were online shopping complaints, up 8% to 4,795 cases, with "Travel and Accommodation" and "Late/Non-delivery/Loss of goods and services ordered" accounting for the most complaints (45%).

In November 2018, the Council named a beauty centre "Pretty Beauty" for malpractices, including undesirable inducements and high-pressure sales tactics to bind consumers into costly treatment, misleading contract terms and charges, and refusal to provide redress to even the mentally impaired consumers. The beauty service industry is one of the sectors covered under the Government's mandatory cooling-off period proposal. The public naming has further highlighted the severity of the problem and demonstrated once again the pressing need for early implementation of the related legislation.

The year also saw a major boost to our complaints services as the Council renovated the Consumer Council Services Centre in Tsim Sha Tsui and reopened it in December last year. The refurbished 3-storey centre in a prime shopping location of Kowloon, favoured by both locals and tourists, effectively consolidated our resources to enhance the Council's service in answering consumer enquiries and addressing complaint cases.

As a consumer advocate, the Council keeps up a stream of test, survey and in-depth study reports for publication and information dissemination in a timely manner. In the year under review, the Council released a total of 54 reports in its popular monthly CHOICE Magazine with extensive media coverage achieved.

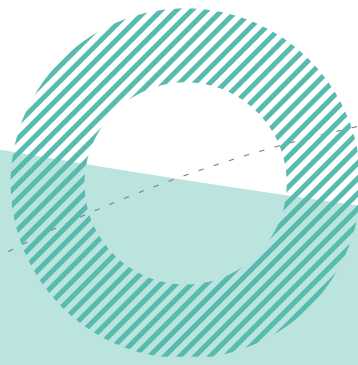
來年將會是既具挑戰而又碩果纍纍的一年。本會已制訂2019至22年的3年工作策略發展藍圖，以延續2016至19年計劃中所提出的5大目標及21項重要策略。過去3年，本會工作的成果令人鼓舞，在政策倡議、訊息發布、數碼傳訊及排解糾紛等各項工作上，有91%已完成或達到進展良好的階段。

作為一個維護消費權益的機構，本會一如既往，勤勉地監察市場上不公平的消費行為、各行業的新興趨勢、詐騙及欺詐等潛在消費風險。年內，我們喜見整體消費投訴數字比上年度下跌2%至25,326宗；儘管數字下降，關於「醫療服務」的投訴卻錄得明顯升幅（213%）至2,436宗，當中近9成來自內地旅客，主要與子宮頸癌預防疫苗供應有關；隨後一間疫苗供應商亦因此而停業。網購投訴繼續有上升趨勢，錄得8%升幅至4,795宗，當中有關「旅遊事務及住宿」及「延期/沒有送貨/遺失」的投訴佔最多(45%)。

2018年11月，本會點名譴責「凱詩美容」以各種不良銷售手法，包括利誘消費者光顧、高壓硬銷大額療程、誤導性合約條款及價目，甚至堅拒向無行為能力消費者退款。美容服務行業是政府強制性冷靜期建議所涵蓋的行業之一，是次公開譴責進一步揭示問題之嚴重性，也反映引入強制性冷靜期的迫切需要。

年內，本會位於尖沙咀的服務中心已完成裝修並於去年12月重新啟用，大大加強本會的投訴服務。翻新後的服務中心，樓高三層，位於九龍區主要購物地段，方便本地市民及旅客，中心經有效整合資源後，有助提升本會處理消費者查詢及投訴個案的服務質素。

作為消費權益倡導者，本會一直以測試、調查及深入研究為首要工作，並適時發布和出版有關訊息。年內，本會在廣受歡迎的《選擇》月刊共發表54份報告，並獲傳媒廣泛報道。



As the Council marked the 500th issue of CHOICE in June 2018, it signified our commitment and perseverance in providing the most trusted consumer information in Hong Kong to help consumers make informed choice in their purchase and use of a broad and diverse range of goods and services, and a host of other livelihood issues.

A review of the reports published in the year indicated that food safety ranked top among other issues, with 11 test reports on food products: butter and margarine, bread, honey, tofu, organic snacks, tea-based beverages, to name a few. The best-selling title of the year went to the test report on honey while the report on butter and margarine was voted by the public as one of this year's Top 10 Consumer News, an annual contest for consumers to vote for the news they are the most concerned about.

To keep pace with changing online behaviour, the online platform of CHOICE subscription site was revamped and launched in March 2019. The upgraded platform embraced mobile responsive interface, user-friendly navigation, faster loading time and enhanced customer service. Further, work is in progress to revamp the Council's website in combination with the CHOICE online platform into one single portal for easy access, and to create synergy and enhance readership.

In the field of consumer education, our strategy continued to focus on the elderly and youth. In the year under review, 90 educational seminars and talks specifically tailored for the elderly were held, drawing a vast audience of more than 4,000 participants. In order to engage and interact with a wider elderly audience, we have embarked on an Elderly Consumer District Forum as a pilot programme for the elderly to share their concerns and real-life experiences. Ultimately, our goal is to create an age-friendly consumption environment beneficial to both the elderly and the growth of a robust healthy silver economy across Hong Kong.

On the youth front, we are encouraged by the positive feedback and active participation by 31 primary schools in a new initiative to instil in the young heightened awareness of their roles and responsibilities as consumers in making sustainable choices. The experiential learning programme launched in the 2018-19 academic year was made possible with a 2-year funding support from the Environment and Conservation Fund. On the secondary level, for nearly 2 decades, the Consumer Culture Study Awards, the flagship annual event, has inspired over 76,000 students from 358 secondary schools in developing positive consumer values and attitudes.

《選擇》月刊於2018年6月出版第500期，標誌著本會對本地消費者的承諾，一直堅持不懈地提供最可靠的消費訊息，讓消費者在購買及使用不同產品和服務時，作出知情及理性的選擇。

本年度發表的測試報告中，以針對食品安全的議題最受關注。11份食品相關報告包括：牛油與人造牛油、麵包、蜜糖、豆腐、有機零食、手調茶飲品等。年度銷量最高為蜜糖測試報告，而有關牛油及人造牛油的報道則被消費者選為十大消費新聞之一，該選舉由消費者投票選年內最備受關注的消費議題。

為配合不斷轉變的網上行為和習慣，本會於2019年3月推出全新《選擇》訂閱網上平台。新平台提供可轉換手機導覽的介面，方便閱覽，也加快了加載時間及提升客戶服務。此外，本會正籌備改革網站，期望能與《選擇》網上平台接軌成為單一的網站以方便瀏覽，同時發揮協同效應並增加人數。

消費者教育方面，本會將集中長者和青少年的教育工作。年內，本會共舉辦90場為長者而設的教育研討會及講座，吸引超過4,000人參與。為接觸更多長者及促進互動，我們推出「長者消費者地區論壇」作試行計劃，讓長者有機會分享其關注事項及日常消費經驗，旨在建構長者友善的消費環境，為長者及日漸壯大的銀髮經濟發展帶來裨益。

至於青少年在可持續消費議題上的角色和責任，本會亦推出全新體驗學習計劃，加強他們對議題的認知。新計劃獲31所小學踴躍參加，成績令人鼓舞，而有賴環境及自然保育基金提供的兩年撥款資助，計劃得以在2018至19學年順利推行。中學方面，本會舉辦的旗艦年度活動「消費文化考察報告獎」已有近20年歷史，啟發來自358所中學逾76,000名學生，努力建立正面消費價值觀及態度，確立本地正向消費文化。

In a globalised consumer world it is clearly important to keep abreast of international developments and collaboration. As a board member of the Consumers International (CI), apart from guarding its strategic development and governance actively, the Council supported its annual campaign World Consumer Rights Day and published an editorial in the CHOICE Magazine calling on consumers to strengthen the security of internet connected products at home to anchor the theme "Trusted Smart Products" this year. In the year, the Council participated in the 3rd Cross-strait Consumer Protection Symposium held in May 2018, to exchange experiences and views on key issues of common concern such as drugs safety, mobile payments and sustainable consumption.

This year 2019 marks the 45th anniversary of the Council, a perfect timing as we start a new strategic plan for the next 3 years with renewed vision and vigour to anticipate and meet the challenges that the consumers face in the evolving marketplace.

In closing, I must express my personal gratitude and heartfelt appreciation to the former Chairman of the Council, Prof. Wong Yuk-shan, SBS, BBS, JP for his distinguished leadership and wise counsel and guidance. And my most sincere thanks to the Council Members and Co-opted Members who have retired from the Council, for their invaluable contributions in our work. I would also like to take this opportunity to warmly welcome our new Chairman, Mr. Paul Lam Ting-kwok, SC, and Council Members and Co-opted Members who joined us in January this year. I look forward to working closely and productively with you all. Last but not least, I am fortunate to be supported by a dedicated and professional management team and staff, for which I am enormously grateful.

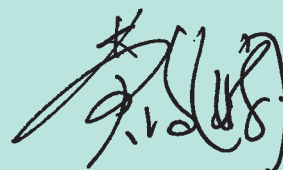


Gilly WONG Fung-han
Chief Executive

面對消費世界全球化，本會更加需要與國際機構共同發展和合作。作為國際消費者協會的理事會成員，本會不單積極參與協會的策略性發展及管治，並且大力支持年度「全球消費者權益日」的活動。本會通過《選擇》月刊全力配合推廣年度主題「可以信賴的智能產品」，提醒消費者加強智能家居的網上保安措施。另外，本會於2018年5月參與第3屆「海峽兩岸暨港澳消保論壇」，交流有關藥物安全、流動支付、可持續消費等共同議題的經驗和意見。

2019年，消委會踏入45周年的新里程，亦是開展未來三年新策略計劃的好時機，以新願景和魄力，協助消費者在不斷變化的消費市場中面對新挑戰。

最後，本人對消委會前任主席黃玉山教授，銀紫荊星章、銅紫荊星章、太平紳士，其英明領導及睿智忠告，深表感激，亦感謝已退任的各委員及增選委員之寶貴貢獻，並藉此機會歡迎於今年一月加入的新任主席林定國資深大律師，以及各新任委員及增選委員。本人期望與各位合作無間，達致豐碩成果。最後，本人亦非常感激一眾專業而又盡心盡力的管理團隊及員工的支持。



黃鳳嫻女士
總幹事

Management Team of the Consumer Council

消費者委員會管理層 (1.4.2018 - 31.3.2019)

Chief Executive 總幹事



Ms Gilly WONG Fung-han
黃鳳嫻女士

Deputy Chief Executive 副總幹事



Mr Eddy TONG Chi-chung
湯熾忠先生
(since 2018.11.13 起)



Mr Simon CHUI Chun-king
徐振景先生
(up to 2019.01.01)



Head of Legal Affairs Division
Ms Terese AU-YEUNG Kar-wai
法律事務部首席主任
歐陽嘉慧女士



Principal Research & Survey Officer
Dr Keith KWOK Wing-yin
研究及普查部首席主任
郭永賢博士



Principal Public Affairs Officer
Ms Deanna CHEUNG Kin-wah
公共事務部首席主任
章健華女士



Principal Complaints & Advice Officer
Ms Sana LAI Tik-shan
投訴及諮詢部首席主任
黎迪珊女士



Principal Planning & Trade Practices Officer
Dr Victor HUNG Tin-yau
策劃及商營手法事務部首席主任
熊天佑博士



Head of Human Resources Division
Mr LEE Wing-kai
人力資源部總主任
李永佳先生



Head of Finance & Administration Division
Ms Stephanie LING Yee-mi
財務及行政部總主任
凌綺薇女士



Head of Information Technology Division
Mr Ricky NG Chi-wah
資訊科技部總主任
吳志華先生



Head of Consumer Education Division
Ms Carmen NG Ka-man
消費者教育部總主任
吳家雯女士