



剖析地產代理 專業化發展路向

專業論壇

為了推動地產代理業專業化，地產代理監管局(監管局)於2013年6月19日舉辦題為「剖析地產代理專業化發展路向」的專業論壇，探討地產代理專業發展的路向和機遇。

繼去年於十五周年慶典首次舉辦專業論壇，得到業界的正面回應後，監管局這次再舉辦專業論壇，延續有關地產代理專業化的討論。論壇的講者包括監管局行政總裁伍華強先生、長遠房屋策略督導委員會委員蔡涯棉先生，及香港財務策劃師學會主席趙小寶先生。逾200名地產代理業界人士、公眾人士及與地產代理專業化有關的持分者出席論壇，就有關議題交流意見。

監管局主席陳韻雲女士致歡迎辭為論壇揭開序幕。陳韻雲主席認為業界要達至專業化要具備「三心」：決心、耐心、恒心。從業員需要下定決心方能在行業中起步，並以耐心建立專業水平，再以恒心維持高水準。她期望論壇幫助從業員進一步體現這三個心。

在論壇上，伍華強先生首先藉着對其他專業行業的觀察，分析專業化的定義和元素，鼓勵地產代理業界共同構建專業信念和文化。蔡涯棉先生則從地產

代理業界的角度，探討專業化帶來的挑戰和和機遇，闡述地產代理專業化的路向。趙小寶先生則分享財務策劃師的專業發展歷程，專業化帶來的裨益，為地產代理的專業化發展提供參考。

三位講者接着參與由香港理工大學建築及房地產學系教授許智文教授主持的論壇討論環節，進一步討論地產代理專業化議題及回答台下參加者的提問，交流意見。

論壇的整個過程錄影已上載至監管局網站，當日未能親身參與的持牌人可透過以下網頁重溫論壇的錄影：[持續專業進修計劃](#) > [持續專業進修活動精選影片重溫](#)

監管局主席陳韻雲女士在專業論壇上致歡迎辭。
EAA Chairman Ms Vivien Chan delivers the welcome address at the professional forum.





Professional forum on the professionalism of estate agents

To promote the professionalism of the estate agency trade, the Estate Agents Authority (EAA) organised a professional forum on 19 June 2013 to explore the direction of and opportunities brought by the professional development of estate agents.

Following the first professional forum held at the 15th Anniversary Ceremony, which generated positive feedback from the trade, the EAA held this forum to continue the discussion on the professionalism of estate agents. Speakers of the forum included Mr Augustine Ng, Chief Executive Officer of the EAA; Mr Michael Choi, Member of the Long Term Housing Strategy Steering Committee; and Mr Steve Chiu, Chairman of the Institute of Financial Planners of Hong Kong. Over 200 participants from the estate agency trade, members of the public and stakeholders involved in the development of the trade's professionalism attended the forum and exchanged views on the subject.

EAA Chairman Ms Vivien Chan delivered a welcome speech at the opening of the forum. She suggested that

determination, patience and persistence were crucial to achieve professionalism. It takes a practitioner's determination to get started in the industry, patience to build up his professional standard and persistence to maintain a high standard. She expected the forum would help the practitioners to understand better the virtues.

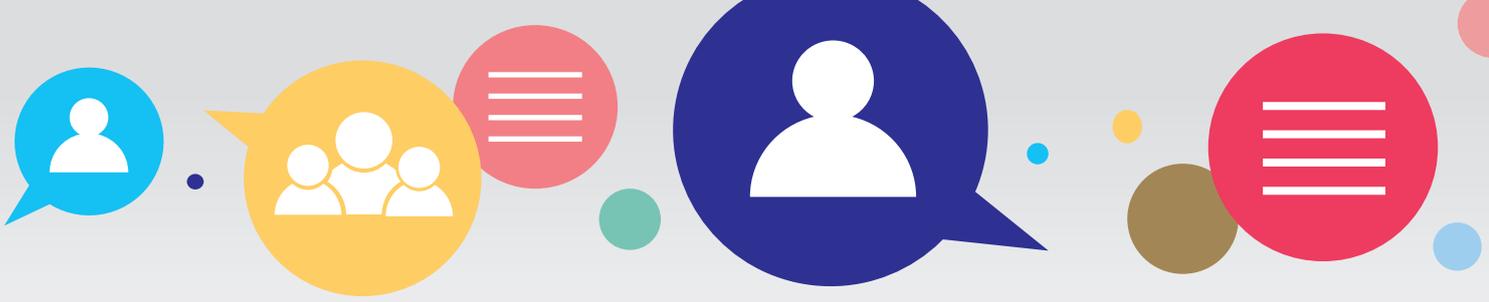
At the forum, Mr Augustine Ng explored the definition and elements of professionalism through reference to other professions. He also discussed the importance of cultivating common values and culture in the path to professionalism. Mr Michael Choi, from the perspective of a practitioner, analysed the challenges and opportunities brought by professional development and suggested ways to achieve professionalism. Mr Steve Chiu shared the experiences of professional development of financial planners and the benefits resulting from the development, providing reference for the professional development of estate agents.



陳韻雲主席與講者及主持合照。(左起)許智文教授、陳韻雲主席、伍華強先生、蔡涯棉先生及趙小寶先生。
Ms Vivien Chan with the speakers and moderator of the professional forum. (From left) Professor Eddie Hui, Ms Vivien Chan, Mr Augustine Ng, Mr Michael Choi and Mr Steve Chiu.

講者與主持於討論環節進一步討論地產代理專業化議題。
The speakers and moderator further explore the professionalism of estate agents during the panel discussion session.





The three speakers then participated in a panel discussion session, which was moderated by Professor Eddie Hui, Professor of the Department of Building and Real Estate of The Hong Kong Polytechnic University. During the session, the speakers further explored the professionalism of estate agents. They also answered questions from the floor and exchanged views with the participants.

The forum has been videotaped and uploaded to the EAA website. Those who missed the forum may view the video at: CPD Scheme > CPD Seminars' Highlights (Note: the forum was conducted in Cantonese and therefore the video is in Chinese only. Please switch to the Chinese version of the web page by clicking the language selection button on the top of the page to view the video.)

論壇得到業界及公眾人士的支持，座無虛席。
The forum was supported by members of the trade and public with a full house attendance.



監管局成員及業界代表亦有出席論壇，一起探討地產代理專業化這議題。
Members of the EAA and representatives of the trade also attend the forum to discuss the professionalism of estate agents.