

地產代理監管局成立二十周年誌慶 CELEBRATING THE EAA'S 20TH ANNIVERSARY

2017年適逢是《地產代理條例》頒布及地產代理監管局成立的二十周年紀念。為此，監管局於2017年11月2日假香港會議展覽中心君爵廳舉行二十周年慶祝酒會。

酒會由運輸及房屋局副局長蘇偉文博士BBS太平紳士及監管局主席梁永祥博士SBS太平紳士主禮。是次酒會共有約300名賓客出席，包括現任及前任監管局董事局成員及委任成員、立法會議員，以及多位來自不同政府部門、業界商會、公營機構，專上教育及培訓機構的代表，共證盛事。

梁主席表示：「二十周年只是一個新開始，監管局會繼續緊守崗位，令地產代理行業成為公眾信賴和尊重的行業，為香港社會作更多重要的貢獻。」

為慶祝二十周年紀念，監管局亦舉辦了兩項活動，包括傑出地產代理獎以及二十周年微電影比賽，兩項活動的賽果亦已於慶祝酒會上公布並進行頒獎。

The year 2017 marks the 20th anniversary of the enactment of the Estate Agents Ordinance and the establishment of the EAA. To celebrate the occasion, a cocktail reception was held on 2 November 2017 at the Chancellor Room of the Hong Kong Convention and Exhibition Centre.

The ceremony was officiated by Dr Raymond So Wai-man, BBS, JP, the Under Secretary for Transport and Housing and Dr William Leung Wing-cheung, SBS, JP, Chairman of the EAA. Around 300 guests attended the cocktail reception, including current and former EAA Board members and Board-appointed members, members of the Legislative Council, representatives of Government departments, estate agency trade associations, public bodies, and tertiary and training institutions.

Dr William Leung Wing-cheung said, "The 20th anniversary turns a new page for the EAA. The EAA will continue to spare no effort in elevating the trade to a profession worthy of public trust and respect, so that the profession can make greater contributions to Hong Kong."

On the occasion of its 20th anniversary, the EAA organised the Outstanding Estate Agent Award and the 20th Anniversary Micro Movie Competition. The results were announced at the cocktail reception and the awards were presented as well.



各嘉賓於監管局二十周年慶祝酒會上祝酒。
Guests toasting at the EAA's 20th Anniversary Cocktail Reception.

傑出地產代理獎

OUTSTANDING ESTATE AGENT AWARD

為進一步推廣地產代理業的專業化及肯定從業員的成就，監管局今年舉辦傑出地產代理獎，讓業界透過此平台進行交流，提升專業水平。

是次活動共收到近百份報名表格。初選小組由來自不同界別的專業人士及學者組成，並就責任感、誠信、優質服務及正面積極四方面評分，遴選入圍者，最後得獎者則由終選評審小組透過與入圍者面試而選出。

To further promote the professionalism of the estate agency trade and recognise the achievement of outstanding practitioners in the industry, the EAA introduced the Outstanding Estate Agent Award this year, which also serves as a platform for industry exchange and professionalism enhancement.

About 100 applications were received. Professionals from different sectors and academics were invited to join the Preliminary Selection Panel and Final Selection Panel. Judges evaluated the applications based on four criteria, namely, level of responsibility, level of integrity, service excellence and positiveness. Shortlisted candidates were also interviewed by the Final Selection Panel.

得獎者 AWARDEES



傑出地產代理獎 Outstanding Estate Agent Award	沈厚莉女士 Ms Lily Shum
卓越行業貢獻獎 Outstanding Trade Contribution Award	郭德亮先生 Mr Tony Kwok
卓越業務宗旨獎 Outstanding Business Philosophy Award	劉光耀博士 Dr Joseph Lau

監管局主席梁永祥博士SBS太平紳士(右二)頒獎予傑出地產代理獎得主。

EAA Chairman Dr William Leung Wing-cheung, SBS, JP (second from right), presents the awards to the winners of the Outstanding Estate Agent Award.



傑出新人獎 Outstanding Newcomer Award	
冠軍 Champion	羅玉潔女士 Ms Candy Law
亞軍 First runner-up	曾偉榮先生 Mr Ackman Tsang
季軍 Second runner-up	周安東先生 Mr Anton Chow
優異獎 Merit	徐福成先生 Mr Sam Chin

監管局副主席廖玉玲太平紳士(中)頒獎予傑出新人獎得主。

EAA Vice-chairman Ms Elaine Liu Yuk-ling, JP (middle), presents the awards to the winners of the Outstanding Newcomer Award.

二十周年微電影比賽

THE 20TH ANNIVERSARY MICRO MOVIE COMPETITION

為了增進年輕人對地產代理行業的認識，從而建立對行業的信任，並提升地產代理行業的專業形象，監管局今年首次舉辦大專生微電影比賽。

近30個參賽者/隊伍從「置業安居 全賴有你」、「尋找對的中間人」及「誠信•安居•地產代理」三個主題中挑選其中一個拍攝。比賽評審團由來自監管局、地產業界、電影業界及學術界的代表組成。為了讓參賽者/隊伍對地產代理行業有更深入的了解，監管局邀請了在地產代理業界擁有豐富經驗的監管局成員擔任拍攝顧問。

The EAA organised its first micro movie competition for post-secondary students this year. The competition aims to promote young people's understanding of the estate agency trade so as to build up their trust in the industry and enhance the trade's professional image.

Around 30 participants/teams submitted their micro movies based on a choice of three themes, namely, "Acquiring a Dream Home with Your Devotion", "Finding the Right Middleman" and "Integrity, Home, Estate Agents". The judging panel consisted of EAA members and representatives from the real estate sector, film sector and academia. In order to increase participants'/teams' understanding of the estate agency industry, a team of coaches was formed, which included EAA members who are experienced industry practitioners.

得獎名單 Winners	參賽者/ 隊伍名稱 Name of Participant/Team	作品名稱 Name of Micro Movie
冠軍 Champion	Artillery Production	窩居 Warm Place
亞軍 First runner-up	莫曉晴 Mok Hiu Ching	地產新鮮人 The Real Estate Freshman
季軍 Second runner-up	家有一寶	你好嗎？婆婆 How are you, granny?



監管局主席梁永祥博士SBS太平紳士(中)頒獎予監管局二十周年微電影比賽得主。
EAA Chairman Dr William Leung, SBS, JP (middle), presents the awards to the winners of the EAA 20th Anniversary Micro Movie Competition.

三部得獎作品現已上載到監管局YouTube頻道
All winning micro movies are now on the EAA's YouTube Channel

www.youtube.com/estateagentsauthority

