

新任監管局行政總裁余呂杏茜女士 對未來的期望

New CEO Mrs Rosanna Ure on EAA's future developments

余 呂杏茜女士在今年8月10日出任監管局行政總裁。余太在今期的《專業天地》中，分享了她對監管局的未來路向，以及地產代理行業發展的期望。

余太表示，監管局經過了差不多12年的發展，規管制度已建立基礎。通過資格考試、發牌、執法、紀律處分等多方面的工作，行業已逐漸變得規範化。

隨著社會和行業不斷發展，更多市民認識到地產代理服務的重要性，余太認為要經常檢討監管局的工作，研究如何在現有的框架下，令行業的專業水平更上一層樓。

Mrs Rosanna Ure assumed duty as the Chief Executive Officer of the EAA on 10 August 2009. In this issue of *Horizons* she shares her views on the way forward for the EAA and the development of the estate agency trade.

Mrs Ure pointed out that after almost 12 years of development, the EAA has now in place a solid regulatory regime for the estate agency trade. Estate agency practitioners and business are now regulated through the conduct of qualifying examinations and issuance of licences, along with law enforcement and disciplinary sanctions administered by the EAA.

She said that as our society and the trade evolve, more people have come to realise the importance of estate agency services. In view of this, Mrs Ure considers it vital to keep reviewing the EAA's work and make improvement on existing regulatory framework if necessary.

Mrs Ure pointed out that the trade's response to the voluntary CPD Scheme launched by the EAA a few years ago has been positive. Last year, enrolment in CPD activities exceeded 30,000, which was encouraging. She said that continuing learning is very important and that training is indispensable for all professions. The CPD



監管局新任行政總裁余呂杏茜女士
New CEO of the EAA, Mrs Rosanna Ure

余太指出，監管局在數年前推出自願性持續專業進修計劃，業界的反應普遍正面，上年度從業員的參與人次更突破30,000，實在令人鼓舞。她表示，持續進修十分重要，而事實上培訓對於很多專業來說，是不可或缺，其目的是令從業員的知識能與時並進，此舉不但能提升服務質素，亦可提高業界的專業形象。

地產代理從業員不僅要有專業知識，更加要有誠信，這樣才能贏得公眾的信任，行業得以健康發展。監管局一直努力在業內推動誠信的文化，曾經與廉政公署合辦講座，提高從業員的防貪意識。日後，監管局會繼續通過誠信教育，使誠信文化能夠在業內植根。

內地經濟發展迅速，香港與內地經濟融合是大勢所趨。兩地地產代理的專業資格互認大方向已經確立，監管局行政部門現正進行預備工作。

社會對地產代理服務的要求日益提高，行業的發展機會也越來越多，余太期望行業能夠把握機會，視困難為挑戰，努力不懈，提升專業水平。

加入監管局前，余太曾任政務主任逾20年，出任的職位包括公務員事務局副秘書長、禁毒專員、香港駐加拿大經濟貿易辦事處處長和廉政公署社區關係處處長等。■

Scheme aims at keeping practitioners abreast of latest developments and equipping them with necessary knowledge, which not only upgrades their standard of service, but also contributes to the professional image of the trade.

Mrs Ure commented that in addition to having professional knowledge, estate agency practitioners must have a sense of integrity, in order to win the trust of the public and promote further development of the trade. The EAA has been striving to promote this culture. For example, seminars have been organised in collaboration with the ICAC to raise awareness of corruption prevention among practitioners. In future, the EAA will continue to work hard on this front so that this culture can be embedded within the trade.

With the rapid economic development on the Mainland, Hong Kong's economic integration with the Mainland will further deepen. The EAA and Mainland authority have already made preparation towards the mutual recognition of professional qualifications of estate agents. The EAA Administration is gearing up towards implementation of the scheme.

The public has growing expectations of estate agents and new business opportunities abound for the trade. Mrs Ure hopes that the trade can take advantage of recent developments, turn challenges into opportunities and upgrade its professional standards.

Before joining the EAA, Mrs Ure was an Administrative Officer for more than twenty years. She served as Deputy Secretary for the Civil Service, Commissioner for Narcotics, Director of the Hong Kong Economic and Trade Office in Canada, and Director of Community Relations of the Independent Commission Against Corruption. ■