

監管局推出商舖進修嘉許獎章

EAA launches CPD Mark for Estate Agencies

為鼓勵更多地產代理公司和前線從業員參與持續專業進修計劃，地產代理監管局（監管局）推出「地產代理商舖專業進修嘉許獎章」計劃。

監管局專業發展委員會主席曾煥平先生表示：「監管局推出地產代理商舖專業進修嘉許獎章，希望鼓勵更多地產代理公司和前線從業員參與持續專業進修計劃，促使業界人士提升執業知識水平。獲頒發嘉許獎章的商舖，可以在店舖張貼獎章，有助提升公司的專業形象。」

根據計劃，於2008年10月1日，倘若一間地產代理商舖（或辦事處）有一半或以上的從業員（其中必須包括該商舖的經理，即分行經理），個人曾



To encourage greater participation in the Continuing Professional Development (CPD) Scheme by estate agency shops and frontline practitioners, the Estate Agents Authority (EAA) launched the CPD Mark for Estate Agencies.

“The EAA launched the CPD Mark for Estate Agencies to foster stronger participation in the CPD Scheme by agency firms and frontline practitioners, in a bid to enhance practitioners’ professional knowledge,” Chairman of the EAA Professional Development Committee Mr Joseph Tsang said. “Agencies awarded with the CPD Mark may display the mark in their shop or office, which will be conducive to building a more professional image for the company.”

On 1 October 2008, if an estate agency shop or office has 50% or more of its employed licensees (amongst them must be the shop or branch manager) awarded the CPD Attainment Certificate for their previous CPD



監管局專業發展委員會主席曾煥平先生（左）和監管局服務總監韓婉萍女士（右）向傳媒介紹地產代理商舖專業進修嘉許獎章。
Chairman of the EAA Professional Development Committee Mr Joseph Tsang (left) and EAA Director of Services Ms Ruby Hon (right) introduce the CPD Mark for Estate Agencies to the media.

經達標（即是在其上一個持續專業進修時段，獲頒發持續專業進修計劃嘉許證書），該商舖或辦事處可獲頒發監管局的「2008年地產代理商舖專業進修嘉許獎章」。

在2009年1月1日至12月31日，該商舖可以張貼獎章標誌，並在其發出的單張、小冊子，其他文件及資料上印上獎章。獎章持有人可將獎章印於員工的名片上。

「地產代理商舖專業進修嘉許獎章自願申報書」及「地產代理商舖專業進修嘉許獎章計劃一般規則及條款」可於監管局索取或於監管局網頁下載。

倘若獎章計劃的執行有任何補充安排，監管局會稍後公布。

period, the shop or the office may apply for the 2008 CPD Mark.

The 2008 CPD Mark will be valid from 1 January to 31 December 2009. During this period, the shop may display the CPD Mark decal and print it on its pamphlets, brochures and documents, as well as on the business cards of its employees.

The “Voluntary Declaration Form for CPD Mark for Estate Agencies” and “Rules and Conditions for the CPD Mark for Estate Agencies Award Scheme” are available at the EAA office and have been posted on the EAA website.

Should there be any supplementary arrangements for the implementation of the CPD Mark scheme, the EAA will make further announcements.