

業界積極推動專業交流

Estate agency trade actively promotes professional exchanges

地產代理業界商會和監管局都致力提升行業的專業水平和專業地位。今夏，監管局代表，聯同香港地產代理業界領袖，參加了於台灣和澳門舉辦的大型論壇，與來自世界各地的房地產界專家和精英，交流專業知識和經驗。

監管局成員倫志炎先生及黃建業先生，聯同約20名香港地產代理業界人士，應邀赴台出席2008全球不動產經紀高峰會。高峰會於7月27日至29日於台北舉行，由台北市不動產仲介經紀商業同業公會主辦。

通過連續三天的演講及交流活動，倫志炎先生、黃建業先生及香港業界人士，與2,000名來自兩岸四地、美洲、亞洲及歐洲等地區的業界精英會面，就全球房地產投資現況與趨勢、以及全球頂尖地產代理的成功之道，分享經驗。高峰會上，業界代表朱建蘭女士亦發表演講，介紹香港地產代理行業的發展和前景。

The trade associations and EAA seek to enhance the professional standard and status of estate agency trade of Hong Kong. This summer, EAA representatives, together with local trade leaders, joined large-scale professional forums held in Taiwan and Macao to exchange professional knowledge and experience with their counterparts around the world.

EAA Members Mr Lun Chi-yim and Mr Wong Kin-yip, together with about 20 trade members, participated in the 2008 Real Estate Brokerage Summit held in Taipei from 27 to 29 July, organised by the Taipei Association of Real Estate Brokers.

At the summit, they met with about 2,000 leaders of the real estate trade from the mainland, Macao, Taiwan, Asia, America and Europe, and shared the latest information and views on global trends in real estate investment and estate agents' success stories. Trade representative Ms Chu Kin-lan also delivered a speech on the development and prospect of the estate agency trade in Hong Kong.



香港業界代表應邀赴台出席2008全球不動產經紀高峰會。
Hong Kong trade representatives attend the 2008 Real Estate Brokerage Summit in Taipei.



香港地產代理業界與澳門業界合照。
Hong Kong estate agency trade representatives
pose with their Macao counterparts.

此外，由中國房地產協會、廣東省房地產協會和澳門地產發展商會合辦的「中國房地產（澳門）論壇」於8月30日舉行。來自香港、澳門、台灣和內地多個省市，逾300名房地產行業領袖及精英，匯聚澳門，就中國房地產的發展和合作，進行專題研討，互相交流意見。監管局行政總裁陳佩珊女士，聯同約40名香港業界商會代表出席論壇。

在論壇上，陳佩珊女士以「房地產經紀的社會功能」為題發表演講。她引用香港地產代理業為例子，闡述地產代理在市場經濟體系具備重要的社會功能，包括傳播正確市場訊息及促進房地產公平和快捷交易等，並由此推論行業規範化及專業化的重要性。其他講者包括中國房地產協會副會長兼秘書長朱中一先生和廣東省房地產行業協會會長蔡穗聲先生。

Organised by the China Real Estate Association, the Guangdong Real Estate Association and the Macao Trade Association of Property Development, the Forum on Real Estate in China was held on 30 August in Macao. Over 300 leaders of the real estate business from the mainland, Taiwan, Macao and Hong Kong attended the forum. They explored topics on real estate development in China and exchanged views on cooperation in real estate across the straits. EAA Chief Executive Officer Ms Sandy Chan and about 40 trade members participated in the forum as well.

At the forum, Ms Sandy Chan delivered a speech on the social functions of estate agents in the market economy. Citing the Hong Kong estate agency trade as an example, she explained the important roles played by practitioners in disseminating accurate market information and promoting fair and efficient property transactions. In this regard, a good regulatory regime and professional development for estate agents was essential to ensure that they properly performed their roles. Other speakers included China Real Estate Association Vice-president and Secretary Mr Zhu Zhongyi and Guangdong Real Estate Association President Mr Cai Suisheng.