



Mr Fred Lam speaks in EAA's
“Distinguished Speaker Series”

(3 May 2006) Mr Fred Lam, Executive Director of the Hong Kong Trade Development Council (TDC), spoke at the fourth seminar of the Estate Agents Authority's (EAA) “Distinguished Speaker Series” today with a speech on “Building Together a Successful Hong Kong Platform”. The seminar was well received with close to 400 practitioners of the estate agency trade attending.

EAA members Mr Joseph Tsang (also Chairman of EAA's Professional Development Committee), Dr Charles Cheung, Mr William Leung, Mr Lun Chi Yim, Mr Paul Ma and Mr Aaron Wan, as well as a number of trade representatives, also attended the seminar.

In his welcome note, EAA Chairman Mr Steven Poon praised the work of TDC in promoting the development of Hong Kong's trade in the international and Mainland markets.

In today's seminar, Mr Fred Lam outlined the history of Hong Kong's trade development, as well as the contributions of the trade sector to the economy of Hong Kong. He also discussed the challenges that Hong Kong faces and its trade prospects. Mr Lam encouraged the local service industry, including the estate agency trade, to enter the Mainland market, where it should develop its own brand image. He also encouraged people in the service sector to maintain high professional standards, keep the market open, recruit international talents, stay connected with the world and enhance their Putonghua abilities.

Mr Lam said the role of Hong Kong should be transformed from “a gateway to the Mainland” to “a platform for Mainland trade and commerce”. He commented that Hong Kong should develop its domestic market in the Mainland, especially in the Pearl River Delta region, which is nearest to Hong Kong and possesses the highest consuming power in the Mainland. The Hong Kong service industry possesses well-established systems, great integrity and a high level of knowledge and these are advantages as compared to its Mainland counterpart. Mr Lam encouraged



the service sector to provide added value apart from agency services, saying as long as the service industry can continue to add value, it will survive.

EAA introduced the voluntary-phase Continuing Professional Development (CPD) Scheme in 2005. Estate agents and salespersons are encouraged to earn not less than 10 CPD points (about 10 learning hours) every year.

The “Distinguished Speaker Series” is a major part of EAA’s CPD Scheme. Prominent professionals and business leaders are invited to share their experiences with estate agency practitioners.

The first seminar of the “Distinguished Speaker Series” was held on 30 May 2005. The Honourable Leung Chun-ying, Convenor of the Executive Council, spoke on “New Milestones in the Economic Partnership Between Hong Kong and the Pearl River Delta”. Government Economist Mr Kwok Kwok-chuen was the second speaker in the series, giving a speech on 17 November 2005 on “The Economic Transformation of Hong Kong: Problem? Challenge? or Opportunity?” The third seminar of the “Distinguished Speaker Series” was given by Professor Xu Jialu, Vice Chairman of the Standing Committee of the National People’s Congress (NPC), on 23 March 2006. He delivered a speech on “The Eleventh 5-year Programme and Hong Kong’s Service Industry”.

EAA’s CPD Scheme offers a variety of training activities to enhance the professional standard of practitioners. Details of EAA’s CPD Scheme can be obtained from the web site (www.eaa.org.hk/development/ch_cpd_scheme.htm) or the EAA’s Professional Development Hotline: 2150 2468.



EAA Chairman Mr Steven Poon (4th from right), Members Mr Joseph Tsang (Chairman, Professional Development Committee) (3rd from left), Mr William Leung (1st from right), Mr Paul Ma (1st from left), Mr Aaron Wan (2nd from left), Mr Lun Chi-yim (2nd from right), Dr Charles Cheung (3rd from right), and Ms Sandy Chan (4th from left), Chief Executive Officer of EAA, poses with Mr Fred Lam (5th from left), Executive Director of the Hong Kong Trade Development Council, at the 4th seminar of EAA's "Distinguished Speaker Series".



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新聞稿
Press Release



Mr Fred Lam, Executive Director of the Hong Kong Trade Development Council, speaks on “Building Together a Successful Hong Kong Platform” at the 4th seminar of EAA’s “Distinguished Speaker Series”.



Mr Steven Poon (right), Chairman of EAA, presents a souvenir to Mr Fred Lam (left), Executive Director of the Hong Kong Trade Development Council, to thank him for speaking at the 4th seminar of EAA's "Distinguished Speaker Series".