



EAA launches professional ethics and professional management series

(24 May 2006) The Estate Agents Authority (EAA) has launched a series of talks on professional ethics and professional management. The first seminars, held on 22 May 2006, featured Dr Horace Yuen, an IT and management consultant, and Mr Ng Ki Sing, founder of the Airport Management Academy, as guest speakers.

The series of talks is a first for EAA and one of the activities under the EAA Continuing Professional Development (CPD) Scheme. Dr Horace Yuen spoke on “Managing Your Career” and “Stress Management — Perception”, while Mr Ng’s topic was “Professional Career Management — Think Professionally”.

Ms Sandy Chan, Chief Executive Officer of EAA, said, “Different approaches should be taken to raise the professional standards of estate agency practitioners. On one hand, it is necessary to enhance practitioners’ knowledge of estate agency law and practice. On the other, we have to promote the professional ethics and values of practitioners. Therefore, EAA has launched seminars on professional ethics and professional management with a view to enhancing the ethics and values of practitioners from an intellectual, communications and stress management perspective, so that practitioners can better manage their career.”

“EAA is pleased to have two experienced management consultants, Dr Horace Yuen and Mr Ng Ki Sing, speak in the professional ethics and professional management series. Both speakers are experienced professional management consultants who have served the public and private organisations in senior positions. I believe that practitioners will benefit greatly from these seminars.”

Dr Horace Yuen is an IT and professional management consultant with a number of academic and professional qualifications. With the HKSAR Government, he served as a directorate officer. He has also worked in managerial positions for private organisations and has written on stress management and career development.

Mr Ng Ki Sing is a professional management consultant, with more than 20 years’ experience working for the HKSAR Government and the Hong Kong Airport Authority in various senior management positions. He is also the founder and first director of the Airport Management Academy. He now provides professional consulting and training services to individuals, enterprises and organisations.

To encourage greater participation in the seminars, EAA has arranged for the



two series to be held in different parts of the territory: on Hong Kong Island, in Kowloon and the New Territories. In addition, there will be separate English sessions to meet the different needs of practitioners.

A seminar on the Estate Agents Ordinance with Ms Shirley Chua, Director of Operations, EAA, will be held on 30 June 2006, following the success of seminars on agency law and practice given by EAA Directors earlier this year (7 March, 30 March and 10 April 2006).

Ms Chua holds a Master of Laws degree from London University. Her career has been focused on corporate finance, banking, and commercial and property law. She has spent more than two decades in overseas and local private legal practice and as the in-house regional counsel for a major US bank.

In May 2005 EAA launched the voluntary phase of its CPD Scheme with the objective of promoting individual skills and enhancing professional standards through continuous learning among practitioners. EAA encourages practitioners to participate in the Scheme and gain not less than 10 CPD points (around 10 hours of learning) each year.

To accommodate more practitioners, EAA has arranged for larger venues in the upcoming seminars. Details of the seminars are as follows:

| Topic | Speaker | Date | Time | CPD Points | Language | Venue |
|---|-----------------|----------|---------------|------------|-----------|---------------------------|
| Professional Ethics and Professional Management Series | | | | | | |
| Managing Your Career | Dr Horace Yuen | 30/05/06 | 10:00 – 13:00 | 3 (Core) | Cantonese | Room 201, HKCEC*, Wanchai |
| Law and Practice-Related Knowledge Series | | | | | | |
| Estate Agents Ordinance | Ms Shirley Chua | 30/06/06 | 10:00 – 12:00 | 2 (Core) | Cantonese | Room 401, HKCEC*, Wanchai |

| Professional Ethics and Professional Management Series | | | | | | | |
|---|----------------|------------|---------------|---------------------------|---------------------------------|---------------------------------------|----------------------------------|
| Topic | Speaker | CPD Points | Language | Cantonese | English | Cantonese | Cantonese |
| | | | Date Time | 22/05/06 | 07/06/06 | 21/06/06 | 12/07/06 |
| Professional Career Management (Seminar 1) - Think Professionally | Mr Ng Ki Sing | 3 (Core) | 10:00 – 13:00 | Room 401, HKCEC*, Wanchai | EAA Multi-Purpose Room, Wanchai | Ballroom, 5/F, Panda Hotel, Tsuen Wan | Auditorium, HITEC**, Kowloon Bay |
| Stress Management (Seminar 1) - Perception | Dr Horace Yuen | 3 (Core) | 14:30 – 17:30 | | | | |



- * HKCEC: Hong Kong Convention and Exhibition Centre
- ** HITEC: Hong Kong International Trade and Exhibition Centre

All Estate Agents and Salespersons are welcome to participate in the above seminars. Admission is free. Practitioners can register for more than one seminar. Each time a licensee attends a seminar, he will be awarded two or three CPD points (depending on the individual seminar).

Licensees may register on-line at the EAA website, www.eaa.org.hk, or download a form for registration by mail or fax. Licensees may also call the EAA Professional Development hotline at 2150 2468 to obtain a registration form.

Details on other upcoming CPD activities are available on the EAA website and via the Professional Development hotline.

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