



Training subsidy for estate agency practitioners

(6 September 2007) The Estate Agents Authority (EAA) today announced that a total of ten Continuing Professional Development (CPD) Scheme activities have been approved so far for inclusion in the CPD training subsidy scheme.

Under the subsidy scheme, practitioners will be reimbursed up to \$300 a year in activity fees for CPD activities approved under the scheme. The activities must be organised by the specified training institutions¹ or other recognised self-accrediting institutions².

The subsidy scheme aims to encourage participation in the various activities provided under the CPD Scheme.

The ten approved CPD activities cover a variety of topics, ranging from service excellence to stress management. Details of the 10 approved activities are attached in the annex.

Apart from providing training subsidies, EAA also holds different series of free CPD activities for licensees, such as the Distinguished Speaker Series, Law and Practice-related Knowledge Series, Professional Ethics and Professional Management Series and Business English Series.

The CPD Scheme has been progressing well since its inception in May 2005. Last year, 486 CPD activities were organised, recording 27,327 enrolments. In the first half of 2007, 252 CPD activities were held with 12,992 enrolments.

A key coming activity will be a talk by the host of a radio business programme Mr Heung Shu-fai on “Challenges faced by Hong Kong as an international financial hub”. The talk, which is part of the Financial Services Series, will take place from

¹ They are the Caritas Adult & Higher Education Service, The Chinese University of Hong Kong (School of Continuing Studies), City University of Hong Kong (School of Continuing & Professional Education), The Hong Kong Management Association, The Hong Kong Polytechnic University (School of Professional Education & Executive Development), Hong Kong Productivity Council, The Open University of Hong Kong, The University of Hong Kong (School of Professional & Continuing Education) and Institute of Professional Education and Knowledge of Vocational Training Council (formerly known as Continuing Professional Development Centre).

² They are the City University of Hong Kong, Hong Kong Baptist University, Lingnan University, The Chinese University of Hong Kong, The Hong Kong Institute of Education (applicable to teacher education programmes only), The Hong Kong Polytechnic University, The Hong Kong University of Science and Technology, The University of Hong Kong, and The Open University of Hong Kong.



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ESTATE AGENTS AUTHORITY

新聞稿
Press Release

10:45am to 1:00pm on 10 October 2007 at Room 401 of the Hong Kong Convention and Exhibition Centre. Licensees who attend the seminar will be awarded two non-core CPD points.

EAA has also extended the deadline for the Writing Competition and Chinese Calligraphy Competition for the Estate Agency Trade to 15 September 2007.

For further information on the CPD Scheme, please visit the EAA website www.eaa.org.hk or call the EAA Professional Development Hotline 2150 2468.

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Approved Designated CPD Activities Eligible for Reimbursement of CPD Training Subsidy

	Activity Provider	Title of Activity	CPD Points	Enquiry
1	The University of Hong Kong	Certificate in Service Excellence	18 non-core	2523 8878
2	Institute of Professional Education And Knowledge (PEAK), Vocational Training Council	CRM – Creating Loyal Customers for Estate Agents	3 non-core	2836 1922
3		eCRM – Putting CRM into Practice for Estate Agents	3 non-core	
4	School of Continuing Education, Hong Kong Baptist University	Regulation of Estate Agents in Hong Kong	3 core	3411 5000
5		Corporate Governance	2 non-core	
6		Stress Management	2 non-core	
7		Managing Change	2 non-core	
8	School of Continuing and Professional Education, City University of Hong Kong	Continuing Education Certificate in Essential Financial Services Management	50 non-core	2784 3227/ 2788 7423
9		Continuing Education Certificate in Property Management Practices	65 non-core	
10		Continuing Education Diploma in Property Management	108 non-core	