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對香港而言，2003年是充滿挑戰的一年。受到「非典」疫潮的衝擊，許多行業都受到影響，地產代理業更是首當其衝，業務大受打擊，許多從業員的生計亦受到威脅。不過，在艱難的環境下，也讓我們看到業界頑強的生命力。在疫潮期間，從業員都克盡本份、緊守崗位，部份更實行各種自救方案，行業最終亦渡過了難關。監管局曾多次與業界商會共謀對策，在政策上作出適當的協調，使行業更有效地面對該段時期的挑戰。隨著疫潮消退以及物業市道復甦，香港的地產代理業又再出現蓬勃的生機，反映出行業漸趨成熟，經得起逆境的考驗。作為地產代理監管局的主席，我感到欣慰。

地產代理行業受規管至今已接近六年。從發牌制度的制定、實施，執業規例的推行，過程相當艱巨。地產代理的專業化和規範化雖然得到社會大眾的支持，但在實施初期受到業內部份人士的抗拒。監管局經過一番艱苦經營，最終取

2003 was a year in which Hong Kong faced numerous challenges: none more far-reaching in its impact and its effect on all aspects of life than the outbreak of SARS. The impact on the estate agency sector was direct and severe, with a sharp decrease in business volume posing a threat to the livelihood of many practitioners. However, hard times often bring out the best qualities in people and whilst Hong Kong bounced back we witnessed the robustness and vitality of our own industry in the face of austerity and hardship. During the SARS outbreak, members of the trade maintained their high professional standards and many developed innovative business techniques to stay afloat. During those difficult months, the Authority kept in close contact with trade associations to offer them assistance, and policy adjustments were made to help the industry meet the challenges it was facing. As the threat of SARS gradually receded and the property market showed signs of recovery, the estate agency industry in Hong Kong regained its buoyancy, indicating the resilience of its practitioners and their undoubted capability to thrive in times of adversity. As Chairman of the Authority, I take great pride in the way in which our sector coped with and finally overcame this crisis.

The regulatory mechanisms which govern the operations of the real estate sector have now been in place for almost six years. It was no easy task to put these licensing and regulatory regimes into effect. While the regulation and professionalisation of the estate agency trade was strongly supported by the community at large from the start, there was inevitably resistance



監管局成員設宴餞別首任主席張建東太平紳士，房屋及規劃地政局局長與其他政府官員亦出席晚宴。

The EAA gave a dinner in honour of Mr Marvin Cheung who retired from the Authority as Chairman at the end of October 2003. The dinner was also attended by the Secretary for Housing, Planning and Lands and other Government officials.

得業界的信任和支持，行業開始步入正軌。我們現在看到大部份從業員都能按法例規定執業，並意識到自己的專業地位。這情況使我感到驕傲。

香港地產代理業的發展，已逐漸受到中國內地以至國際的注視。我們過去一年亦陸續與內地建立溝通渠道，和內地的規管機構及專業團體進行交流。我相信香港的完善規管制度，和地產代理的豐富經驗，可以作為內地同業的借鏡。另一方面，認識內地的執業要求和法規，亦對我們的監管工作有所啟發。

在監管局和業界的共同努力下，地產代理行業的規範化和專業化已奠下良好的基礎。監管局今後的工作重點，應是積極協助行業發展，進一步提高行業的專

and suspicion from some practitioners. It took a great deal of hard work on the part of the Authority to finally gain the trust and support of the trade as the industry began to move into a phase of regulated and legally compliant practice. Nowadays most practitioners conduct their business according to the law and have become strongly aware of, and take pride in, their newfound professional status. I too am proud of their achievements in adjusting so rapidly to this new era of regulation.

Developments in the estate agency industry in Hong Kong are gradually attracting attention in the Mainland as well as in the rest of the world. In the past year, we devoted much effort to the establishment of channels for communication with the Mainland authorities, and for the exchange of experience and expertise with regulatory bodies and professional organisations there. I am convinced that lessons drawn from observing the regulatory regime in Hong Kong, coupled with the rich experience of our practitioners here, would ultimately be of tremendous value to members of the estate agency industry in the Mainland. Similarly, many Hong Kong practitioners have been making the effort to understand regulatory legislation and professional standards in the Mainland, inspired of course by the vast business potential that undoubtedly exists there.

業水平。在這方面，除了加強規管外，監管局還會盡快推行已籌劃多時的持續專業進修計劃，鼓勵從業員不斷增進知識和技能；我們也會透過提高考試要求，以鞏固行業的專業水平。此外，我們將加強公眾教育，深化市民對地產代理工作的認識，藉此驅策行業不斷前進。

陳佩珊女士在2003年7月獲聘任接替周陳文琬女士為行政總裁；監管局行政體系正邁向一個新的局面。地產代理行業面對新的挑戰，我相信業界與監管局會保持緊密合作，齊心協力，把地產代理行業推至新高峰。

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Through the joint efforts of the Authority and the trade, the foundation for the regulation and professionalisation of the estate agency industry is now firmly in place. In the years to come, the Authority will focus on facilitating the development of the industry and the further enhancement of professional standards among practitioners. In pursuit of these objectives the Authority will, aside from stepping up regulatory measures and enforcement, introduce the Continuing Professional Development Scheme which has been on the drawing board for some time. The Scheme seeks to encourage practitioners to acquire more knowledge and skills on an ongoing basis. To foster the professional status of the industry, the requirements attached to Qualifying Examinations will also be upgraded in due course. In addition, the Authority will strengthen its efforts in community education, to raise the general public's understanding of how estate agents operate and how they are regulated, thereby – we hope – providing further impetus to professional development among the practitioners themselves.

In July 2003, Ms Sandy Chan was appointed Chief Executive Officer of the EAA in succession to Mrs Grace Chow. Under the leadership of Ms Chan, the administration of the Authority has entered a new chapter in its development. The years ahead will bring fresh challenges. And I am sure that the practitioners will continue to work closely with the Authority to bring their industry to new heights of respect and professionalism.

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