



MESSAGE FROM THE CHAIRMAN

主席獻辭

自 1999 年初，香港地產代理行業的規管與發牌制度逐步落實。隨著新法例的推行，業界當初的憂慮亦已減退。我很高興見到監管局在經過多番努力之後，現已得到地產代理、消費者和社會大眾的廣泛接納。通過發牌、考試、條例執行及紀律制裁，監管局已經引導地產代理業走向依法執業之路。現在，正是迎向新的挑戰，並為確保監管局的工作符合社會需要及期望而開展長遠計劃的良機。

Since early 1999, the regulation and licensing of the estate agency industry in Hong Kong have gradually taken shape. The implementation of new legislation has been progressing well, and the initial concerns and apprehension of the trade have subsided. After much hard work, I am pleased to say that the Authority is now better received by estate agents, consumers and the community. Through licensing, examination, enforcement and disciplinary action, the Authority has guided the estate agency industry to practise according to law. Now is an opportune time for the Authority to consider future challenges, and to develop a long-term action plan to ensure that the pursuits of the Authority will fulfill community needs and expectations.





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監管局的首要目標當然是規管工作，而監管局與從業員亦已累積了足夠的經驗和智慧，去考慮如何進一步提昇業界的整體水平及作業方式。在可見將來，監管局的目標將會是帶領行業走向更高層次的專業化。

專業化的第一步是資格考試。為了加強行業的專業地位，監管局調高了資格考試的深度及擴闊其涵蓋面。業界及社會的反應正面，反映出地產代理行業日漸成熟和對專業化的渴求和支持。長遠來說，為了提高專業水平，地產代理業可能有需要提高新入行人士的學歷門檻。在這方面，我們會聽取業內人士及社會大眾的意見。

香港迅速邁向知識型經濟，從業員有必要透過進修，掌握與行業有關的最新資訊及技能。監管局最近推出持續專業進修計劃，向從業員提供終生學習的機會。現時，計劃推行屬自願性質，我們鼓勵從業員參與自我增值的課程，尋求個人及事業上更上層樓。

While the regulatory regime remains the primary goal of the Authority, both the Authority and the practitioners have gathered sufficient experience and wisdom to consider further enhancement of the general standards of the practitioners and their practice. Broadened professionalism thus becomes the goal for the Authority in the immediate future.

Professionalisation starts with the Qualifying Examinations. To strengthen the professional status of the industry, the Authority has raised standards and widened the scope of coverage of the Qualifying Examinations. Response from the trade and the community has been positive, reflecting the increasing maturity of the estate agency trade, as well as the desire and support for professionalisation. In the long run, for the improvement of professional standards, raising the education threshold for new entrants in the estate agency trade may become necessary. To this end, we shall seek input from both members of the trade and the general public.

As a knowledge-based economy rapidly develops in Hong Kong, it is imperative that practitioners are provided with the latest data and skills relevant to their industry through continuous learning. Recently, the Authority has launched the Continuing Professional Development Scheme to provide practitioners with opportunities for lifelong education. The scheme is being implemented on a voluntary basis at present, and practitioners are encouraged to seek personal growth and career advancement through value-added training efforts.

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社會人士已逐漸認識到法例賦予消費者在物業交易中享有的保障，市民因而對地產代理及監管局的服務有更高的期望。監管局作為一個法定的監管機構，必須經常檢討本身的政策和規管架構，以維護市民大眾和業界的整體利益。

多年來，房地產是香港經濟的支柱，地產代理在銷售過程中扮演了重要的角色。在不少海外地區，地產代理被視為一門專業，從業員在公眾心目中享有甚高地位。我相信，透過監管局、政府、商會和消費者團體的共同努力，並隨著業界的專業水平不斷提昇，香港的地產代理行業及從業員都會得到同樣的尊重和地位。

地產代理監管局主席

潘國濂

The community has gradually gained a broader understanding of the protections that consumers in property transactions enjoy under the law. There is also a corresponding rise in the demands and expectations of citizens for more and better services from both the estate agents and the Authority. The Authority is mindful of its role as a statutory regulatory body and the need to keep in constant review its policies and enforcement framework in the public interest as well as that of the industry as a whole.

Property development has been a mainstay of the economy of Hong Kong for many years, and estate agents play an important role in the marketing process. In many societies, estate agency is considered a profession and practitioners enjoy a high level of public respect. Through the concerted efforts of the Authority, the Government, trade associations and consumer groups, I am confident that, as the trade attains an ever higher degree of professionalism, respect and recognition of the profession and its practitioners will experience a deserved increase.

Dr Steven Poon Kwok-lim, JP

Chairman

Estate Agents Authority