

The background is a soft watercolor illustration. It features a central silhouette of a person in a blue robe with arms raised, set against a backdrop of stylized buildings in light blue and pink. The overall tone is artistic and hopeful.

知識傳播前瞻

Forward-looking
Approach in
Knowledge
Dissemination





專業發展

從事地產代理行業的從業員必須掌握最新的知識，以保持專業和競爭力。與其滿足於停留在過去的教育和經驗所獲得的知識和技能，對持牌人而言，重要的是要掌握最新知識並充分熟悉《地產代理條例》、其附屬法例、《操守守則》、其他相關指引、政府規例，以及地產市場必須留意的事實和發展。

為培育持牌人追求終身進步及鼓勵其不斷學習，監管局於2005年推出自願性持續專業進修計劃。在該計劃下，監管局鼓勵持牌人參加多元化的實務課程，以獲取各種實用的技能，以發展並培養行業所需的知識和專業能力，從而有效地執業。

持續專業進修計劃

為鼓勵持牌人學習，監管局以不同形式提供持續專業進修活動及課程，包括講座和網上學習。為加強監管局的持續專業進修課程，監管局亦鼓勵其他教育機構、業界商會及地產代理公司舉辦相關的持續專業進修計劃活動。同時，監管局鼓勵持牌人參與由廣泛認受的專業協會提供或認可的活動，這些專業和知識領域，亦與地產代理行業相輔相成。

Professional Development

Practitioners working in the estate agency trade must always keep their knowledge up to date to be professional and competitive. Rather than being contented to rest on the knowledge and skills gained through their education and experience in the past, it is important for licensees to keep their knowledge up to date and be fully conversant with the Estate Agents Ordinance, its subsidiary legislation, Code of Ethics, other relevant guidelines, government regulations as well as essential facts and developments in the real estate market so as to meet the growing expectations from their customers.

To nurture licensees' quest for lifelong advancement and encourage their continuous learning, the EAA launched a voluntary Continuing Professional Development ("CPD") Scheme in 2005. Under the CPD Scheme, licensees are encouraged to attend various courses to acquire a wide range of useful skills to develop their expertise and professional abilities in order to effectively carry out estate agency work.

The CPD Scheme

To facilitate licensees' learning, the EAA provides CPD activities in different forms, including face-to-face seminars and e-Learning programmes. To complement the EAA's CPD courses and activities, other educational institutions, trade associations and estate agency firms are encouraged to organise learning activities under the CPD Scheme. Licensees are also encouraged to undertake activities offered or accredited by the widely recognised professional associations of those professions or areas where the expertise of such fields are complementary to that of the estate agency trade.



舉辦題為「物業交易 - 草擬物業租賃協議」的持續專業進修講座。

CPD seminar on "Property Transactions - Tenancy Agreement" held.



為了向持牌人提供多元化的學習模式，監管局及其他活動主辦機構籌辦不同形式的持續專業進修活動，例如講座、研討會、網上遙距學習課程、可獲頒學術資格的課程、遊學團、代表團探訪及專業交流活動。

此外，監管局在各種持續專業進修活動中納入範圍廣泛的科目，以提升持牌人的學習興趣。這些科目主要分為兩大類，分別為「合規及有效管理」，以及「全面提升發展」。合規及有效管理類別包括與法例、法規要求及監督事宜有密切關係的科目；而其他有助提升持牌人的能力或實踐個人成就的科目則歸類為全面提升發展類別。

活動及參與次數

年內，監管局及其他主辦機構合共舉辦了539個持續專業進修活動，吸引了34,569人次參與，共取得58,795個持續專業進修學分。在539個活動中，116個（佔活動總數的21.5%）由監管局舉辦，參與人次為12,954（約佔總參與人次約37.5%）。

To provide licensees with a diverse selection of learning modes to suit their own needs, the EAA and other activity organisers organise and conduct CPD activities in various forms such as seminars, lectures, web-based distance learning courses, award-bearing courses, tours, delegation visits and professional exchange activities.

In addition, the EAA includes a broad scope of subjects in the various CPD activities to stimulate licensees' interests. These broad scope of subjects are classified under two main categories, namely Compliance and Effective Management and All-round Advancement. Subjects relating to law, compliance or supervisory issues are categorised as Compliance and Effective Management, while other subjects conducive to raising competence or enabling personal accomplishment of licensees are grouped under All-round Advancement.

Number of activities and enrolments

During the year, a total of 539 CPD activities were organised by the EAA and other activity organisers. These CPD activities attracted 34,569 enrolments and attained 58,795 CPD points. Among the 539 activities, 116 (21.5% of the total number of activities) were organised by the EAA with 12,954 enrolments (about 37.5% of total enrolments).

過往三年的持續專業進修活動

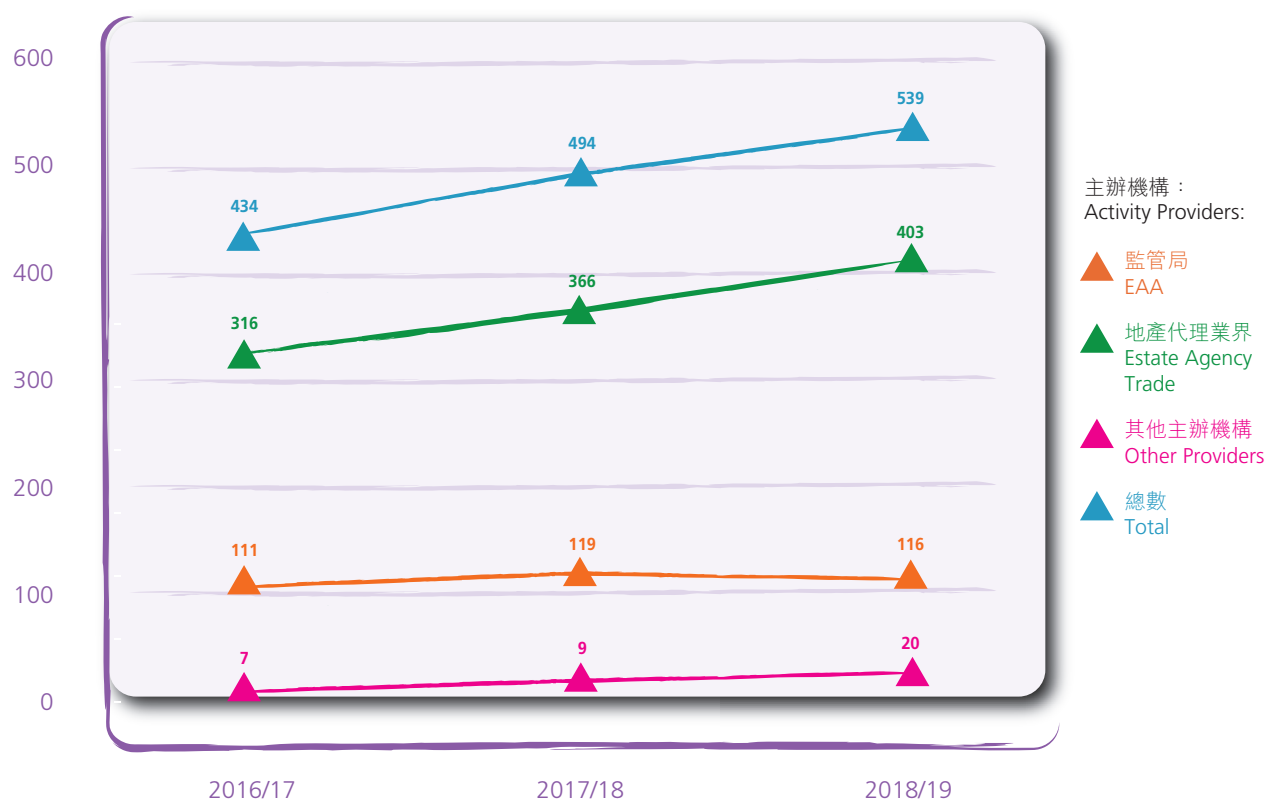
CPD Activities in the Past Three Years

主辦機構 Activity Providers	2016/17		2017/18		2018/19	
	活動數目 No. of Activities	參與人次 No. of Enrolments	活動數目 No. of Activities	參與人次 No. of Enrolments	活動數目 No. of Activities	參與人次 No. of Enrolments
監管局 EAA	111	15,747	119	16,021	116	12,954
地產代理業界 Estate Agency Trade	316	10,727	366	12,702	403	20,832
其他主辦機構 Other Providers	7	78	9	210	20	783
總數 Total	434	26,552	494	28,933	539	34,569



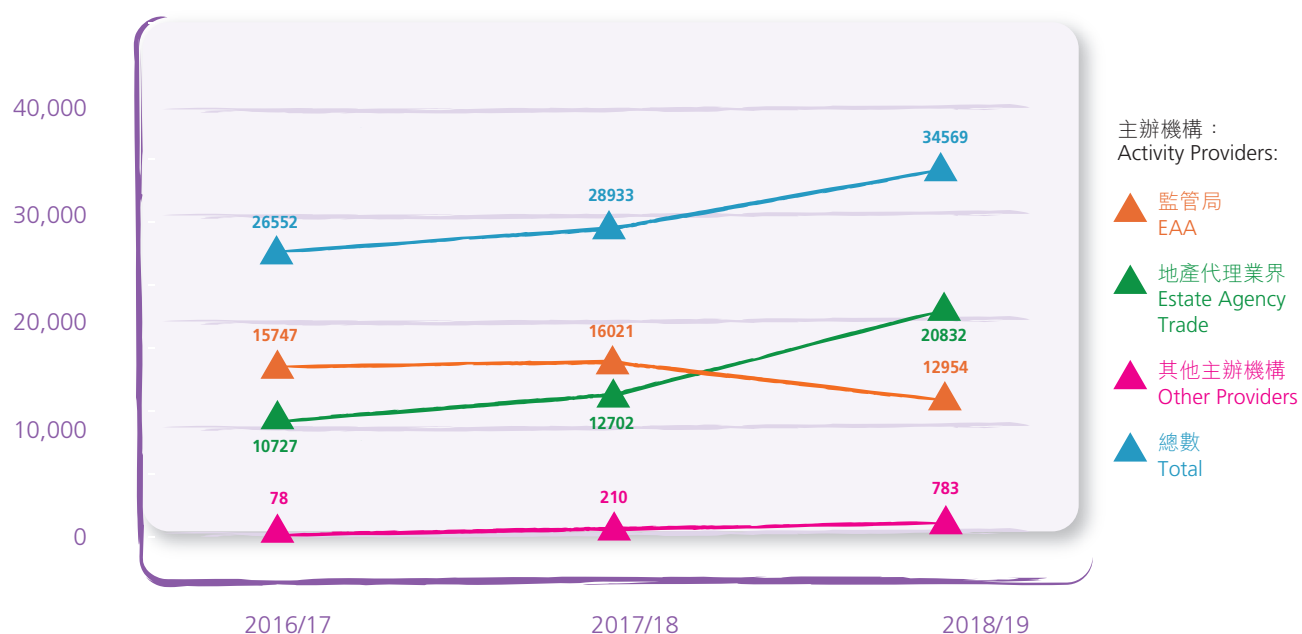
活動數目

Number of Activities



參與人次

Number of Enrolments





活動摘要

有關反洗錢及反恐怖分子資金籌集的持續專業進修活動

因應反洗錢及反恐怖分子資金籌集的修訂法例涵蓋地產代理業，監管局向持牌人發出「有關地產代理業遵守反洗錢及反恐怖分子資金籌集規定的指引」。為了協助持牌人充分理解這些法律要求和監管局的相關指引，監管局年內舉辦了55個持續專業進修活動，一共吸引了9,383人次參與。由於向持牌人進一步推廣反洗錢／反恐怖分子資金籌集知識仍然是監管局的首要任務之一，局方將定期提供多個有關反洗錢／反恐怖分子資金籌集的持續專業進修活動。

Highlights of activities

CPD Activities on Anti-Money Laundering and Counter Terrorist Financing

In response to the amendment of the anti-money laundering (“AML”) and counter-terrorist financing (“CTF”) legislation to cover the estate agency sector, the EAA issued to the licensees its “Guidelines of Anti-Money Laundering and Counter-Terrorist Financing Requirements for the Estate Agency Sector”. To help licensees fully understand the legal requirements and EAA’s guidelines in relation to AML/CTF, 55 CPD activities were held during the year and they attracted 9,383 enrolments in total. As an expansion of AML/CTF outreach amongst licensees remains one of the EAA’s priorities, extensive CPD activities on AML/CTF will be provided regularly.



舉辦題為「執業通告-通告編號18-01(CR) 有關地產代理業遵守反洗錢及反恐怖分子資金籌集規定的指引 - 管理層及主管行政實務須知」的持續專業進修講座。CPD seminar on “Practice Circular No.18-01 (CR) - Guidelines on Compliance of Anti-Money Laundering and Counter-Terrorist Financing Requirements - Points to Note for Senior Management, Managers and Persons-in-Charge” held.

地產代理監管局實務證書課程

監管局自2016年起舉辦名為「地產代理監管局實務證書課程」的結構性課程，以協助資歷較淺的持牌人奠定基礎，有效地從事地產代理工作。年內，監管局舉辦了20個課堂，吸引2,367人次參加。鑑於反應良好，監管局將根據參加者的回應，不斷更新和加強課程，讓持牌人得以掌握最新的知識和技能。

EAA’s Certificate Programme in Practice

Since 2016, the EAA has been organising a structured programme titled “EAA’s Certificate Programme in Practice” with a view to helping the less experienced licensees build a solid foundation for carrying out effective estate agency practices. During the year, 20 classes were held and they attracted 2,367 enrolments. While positive responses from the participants have been received, the EAA will keep updating and enhancing this structured programme based on participants’ feedback so as to ensure that the most updated knowledge and skills are brought to the licensees.



與教育機構合作策劃的持續專業進修課程

於2018年，監管局與香港大學專業進修學院及香港理工大學企業發展院，分別建立策略伙伴關係，以進一步提升持續專業進修課程的質素。年內，監管局與兩所大學合辦了11個課程，共有470人次參與。課程參加者反應正面，認為課程既吸引又實用。此外，他們認為課程中獲得的知識讓他們擴闊視野，有助個人行內發展。

持續專業進修跨學科講座

鑑於持牌人對跨學科知識的興趣日增，監管局舉辦了不同範疇的持續專業進修講座。年內，監管局邀請其他監管機構和專業團體代表和成員擔任演講嘉賓，主講持續專業進修講座。合作的機構和團體包括特許公認會計師公會、競爭事務委員會、平等機會委員會、香港綠色建築議會、香港入境事務處、香港營造師學會、香港測量師學會、香港按揭證券有限公司、廉政公署、個人資料私隱專員公署、香港警務處、英國皇家特許測量師學會，以及一手住宅物業銷售監管局。就此，監管局於年內舉辦了31個跨學科的持續專業進修活動，吸引8,394人次參加。

CPD Courses under Strategic Partnership with Educational Institutions

In 2018, the EAA established a strategic partnership with two local universities, namely HKU School of Professional and Continuing Education and Institute for Entrepreneurship – The Hong Kong Polytechnic University respectively to further enhance the quality of CPD courses for the estate agency trade practitioners. During the year, 11 courses were held under the strategic partnerships, with a total of 470 enrolments. The course feedbacks revealed that the course participants responded positively to the course and felt that the courses were both appealing and useful. In addition, they found that the knowledge acquired from these courses had broadened their horizons for personal development.

CPD Seminars in Cross Disciplines

In light of the licensees' growing interest in knowledge of cross disciplines, the EAA has organised CPD seminars in multi-disciplines. During the year, the EAA invited representatives and members of other regulatory bodies and professional associations as guest speakers to deliver CPD seminars. Guest speakers from various regulatory bodies and professional associations included the Association of Chartered Certified Accountants; the Competition Commission; the Equal Opportunities Commission; the Hong Kong Green Building Council; the Immigration Department; the Hong Kong Institute of Construction Managers; the Hong Kong Institute of Surveyors; the Hong Kong Mortgage Corporation Limited; the Independent Commission Against Corruption; the Office of the Privacy Commissioner for Personal Data; the Hong Kong Police Force; the Royal Institution of Chartered Surveyors; and the Sales of First-hand Residential Properties Authority. During the year, 31 CPD activities on subjects of cross disciplines were held and these activities attracted 8,394 enrolments.



持續專業進修獎勵及嘉許獎章

在持續專業進修計劃下，每個持續專業進修活動均會按活動性質和學員的參與情況獲發學分。一般來說，持牌人每參與一小時的活動，便會獲發一個持續專業進修學分。於為期12個月的進修時段內取得12個或以上持續專業進修學分的從業員，將獲視為達到持續專業進修計劃的學分要求，並可獲頒持續專業進修計劃嘉許獎章。自2013年10月1日開始的持續專業進修時段起，持牌人若連續三個及五個進修時段達到持續專業進修計劃的學分要求，將分別獲頒持續專業進修計劃優越嘉許獎章銀章（「銀章」）及持續專業進修計劃優越嘉許獎章金章（「金章」）。

年內，首批持續專業進修活動參加者在2013年、2014年、2015年、2016年及2017年10月1日開始的連續五個進修時段均達到持續專業進修計劃的學分要求而獲頒金章。

除個人持牌人會獲頒發持續專業進修計劃嘉許獎章、銀章及金章外，若持有營業詳情說明書的地產代理商舖有80%或以上的持牌僱員（包括分行經理）達到該計劃的學分要求，亦可獲頒發地產代理商舖專業進修嘉許獎章。

CPD incentives and premium recognitions

Under the CPD Scheme, points would be assigned to CPD activities based on the nature of the activity and the input required from the learner. Generally, one CPD point will be awarded for each hour of activity undertaken. Practitioners who earned 12 or more CPD points in a 12-month CPD period are considered having achieved the CPD yearly attainment target and will be awarded the CPD Attainment Symbol. With effect from the CPD period commencing 1 October 2013, licensees who have achieved their CPD attainment targets for three and five consecutive CPD periods will also be awarded the Premium CPD Attainment Symbol – Silver (“Silver Symbol”) and Premium CPD Attainment Symbol – Gold (“Gold Symbol”) respectively.

During the year, the first batch of the CPD activity participants who had achieved the CPD attainment target consecutively for five years in the CPD periods commencing 1 October 2013, 2014, 2015, 2016 and 2017, were awarded the Gold Symbol.

In addition to the CPD Attainment Symbol, the Silver Symbol and the Gold Symbol which are presented to individual licensees, holders of Statement of Particulars of Business (“SPOB”) with over 80% of their licensed employees (including the branch manager) having achieved the yearly CPD attainment target will be presented with the CPD Mark for Estate Agencies.



監管局頒發金章以表揚持牌人不斷透過參與進修活動提升專業知識。

Gold Symbol is awarded to licensees who make continuous effort to enhance their professional knowledge through participation in CPD activities.



成就 Achievement	獎勵 Award	2018/19年度 得獎者數目 No. of awardees in 2018/19
在一個進修時段達到持續專業進修計劃的學分要求的持牌人* Licensees achieving CPD attainment target for one CPD period*	持續專業進修計劃嘉許獎章 CPD Attainment Symbol	1,877
在連續三個進修時段達到持續專業進修計劃的學分要求的持牌人（自2013年10月1日開始的進修時段起生效） Licensees achieving CPD attainment target for three consecutive CPD periods (with effect from the CPD period commencing 1 October 2013)	銀章 Silver Symbol	98
在連續五個進修時段達到持續專業進修計劃的學分要求的持牌人（自2013年10月1日開始的進修時段起生效） Licensees achieving CPD attainment target for five consecutive CPD periods (with effect from the CPD period commencing 1 October 2013)	金章 Gold Symbol	275
有80%或以上持牌僱員（包括分行經理）達到持續專業進修計劃的學分要求的營業詳情說明書持有人 Holders of SPOB with over 80% of licensed employees (including the branch manager) having achieved the CPD attainment target	地產代理商舖專業進修嘉許獎章 CPD Mark for Estate Agencies	42

* 每個持續專業進修時段為期12個月，由每年10月1日起至翌年9月30日止。

* Each CPD period shall be a 12-month period commencing 1 October each year and ending on 30 September the following year.

網上學習活動

為提供更靈活的學習模式予持牌人，監管局一直就時下議題及專題科目製作網上學習活動。年內，監管局在其網上學習平台上新增三個網上學習活動。這些新增的網上學習活動，最後部分設有測驗，專為加強持牌人了解監管局發布的新執業通告而製作。由於網上學習活動漸漸得到從業員接受和採用，監管局將會提供更多網上學習活動，使持牌人可隨時隨地學習。

E-Learning programmes

To offer licensees a flexible learning option, the EAA has been producing e-Learning programmes on timely and topical subjects. During the year, the EAA added three new e-learning programmes to its e-Learning platform. These e-Learning programmes newly added during the year, with programme-end tests embedded, were specially produced to strengthen licensees' understanding of the new practice circulars issued by the EAA. As e-Learning has been gradually gaining acceptance and adoption amongst estate agency trade practitioners, more e-Learning programmes will be developed to enable licensees' learning at anytime and anywhere.



過往三年監管局的網上學習活動

EAA's e-Learning Programmes in the Past Three Years

	2016/17	2017/18	2018/19
監管局網上學習活動數目 Number of EAA's e-Learning programmes	13	18	21
監管局網上學習活動的參加人數 Number of participants of EAA's e-Learning programmes	455	441	635
監管局網上學習活動的參與人次 Number of enrolments of EAA's e-Learning programmes	1,901	1,943	2,082

持續專業進修計劃的未來發展

為進一步強化持續專業進修計劃的學習活動，監管局一直研究以不同形式推出全新的持續專業進修活動。監管局將考慮邀請傑出人士和商界領袖分享其事業成功的關鍵。此外，物業交易中的不同持份者，也會就地產代理的各種主題進行專業交流活動。監管局還計劃開辦更多持續專業進修活動，鼓勵從業員努力實現「三言兩與」的「5A代理」素質，即「言出必行」、「言之有物」、「言而有信」、「與時並進」和「與客同行」。這些課程旨在透過加強持續專業進修計劃，提高地產代理從業員的專業能力和工作效率；同時，持牌人可以選擇不同的內容和形式的持續專業進修課程，豐富他們的學習經驗。

Future of the CPD Scheme

With an aim to further enrich the learning activities organised under the CPD Scheme, the EAA has been planning to introduce new CPD activities in different formats. The EAA will consider inviting prominent role models and successful business leaders to share their stories on "Key to Success". In addition, different stakeholders to a property transaction would be engaged to conduct professional exchanges on various issues with estate agents. Moreover, more CPD activities would be planned to encourage practitioners to strive towards the "5A" qualities, that is "**A**dherence, **A**bility, **A**ccountability, **A**dvancement and **A**ffinity". All these courses aim to bolster the CPD Scheme by raising the professional competency and effectiveness of the estate agency trade practitioners and at the same time, the licensees could have a balanced mix of CPD courses on different contents and formats to enrich their learning experience.



公眾教育及與持份者的聯繫

消費者教育

監管局十分重視向公眾推廣與消費者相關的知識及業界的專業特質。在2018/19年度，局方透過多個溝通渠道推出不同的消費者教育活動，以向大眾傳遞全面的資訊。

為了向公眾推廣持牌地產代理的專業素質和形象，監管局於2019年3月開展宣傳活動。透過電車、巴士和巴士站上蓋以及互聯網上的廣告宣傳，活動有助提升專業地產代理具備「三言兩與」的「5A代理」素質，即「言出必行」、「言之有物」、「言而有信」、「與時並進」和「與客同行」。監管局透過這項宣傳活動，教育消費者在選擇地產代理時，應選擇高素質的地產代理。同時，局方亦派發相關海報予所有地產代理商舖，提醒前線地產代理要達到這些標準。

此外，為了擴展與年輕一代的交流，監管局首次與時下流行的社交媒體平台「啱Channel」合作，製作了一部微電影。透過生動而有趣的故事，該微電影展示委託一位專業的地產代理的重要性，以引起年輕人的共鳴。微電影已上傳到不同的社交媒體渠道，吸引不少人士觀看。

監管局一向提醒消費者，應與其委託的地產代理簽訂地產代理協議。為了再次提高公眾對這方面的認知，監管局於年內重新發布一段相關電視宣傳短片，以提醒公眾簽訂地產代理協議的重要性。

監管局於2018/19年度舉辦了兩場公開講座，以加強公眾對使用地產代理服務的知識。講座邀請不同專業人士分享其對

Public Education and Stakeholder Liaisons

Consumer education

The EAA attaches great importance to promoting consumer related knowledge and the professional qualities of the trade to the public. To deliver these comprehensive messages, different consumer education campaigns were launched through multiple communication channels in the year of 2018/19.

To promote the professional qualities and image of licensed estate agents to the public, a publicity campaign was launched in March 2019. The campaign promoted the “5A” qualities of professional estate agents, namely, “**A**dherence”, “**A**bility”, “**A**ccountability”, “**A**dvancement” and “**A**ffinity” through advertising on trams, buses and bus shelters, as well as the Internet. Through the campaign, the EAA aimed to educate the consumers to focus on the high caliber of an estate agent when they are choosing one. Posters were also distributed to all estate agency shops to remind the frontline estate agents of attaining such standards.

In addition, to further extend the EAA’s reach to the younger generation, the EAA initiated its first collaboration with “Arm Channel”, a popular social media platform, and produced a micro-movie. The micro-movie showcased the importance of appointing a professional estate agent through a lively and interesting story which resonated with the youngsters. It was uploaded to different social media channels, which attracted a high number of viewings.

The EAA always reminds consumers to enter into an estate agency agreement with their appointed estate agent. In order to raise public awareness on this subject again, the EAA re-launched an Announcement in the Public Interest (“API”) through television broadcasts in the year to remind the public about the importance of signing the estate agency agreement.

The EAA held two public seminars in 2018/19 to enhance the public’s knowledge when using the services of estate agents. Professionals were invited to share their insights and experiences



物業市場不同熱門話題的見解和經驗，同時有監管局代表分享一些關於委託持牌地產代理的有用貼士。兩場講座均反應熱烈，精華片段已上傳到監管局的網站和YouTube頻道，供公眾觀看。

由於投資境外物業的情況越來越普及，監管局不時提醒公眾購買香港境外物業的風險，並於2018年6月參加了一個海外物業博覽會，及編製「委託持牌地產代理處理購買香港境外的未建成物業」單張，派發予公眾人士。監管局人員在博覽會中解答公眾的查詢，並向公眾主講講座。而為了提供更多有用資料供予公眾參考，監管局年內亦會在其精明委託地產代理網站(<http://smart.eaa.org.hk>)推出一個專門有關香港境外物業交易的新部份。

另外，監管局年內還製作了一份名為「買賣物業 防止洗錢 代理盡其職 客戶盡其責」的單張，向消費者及地產代理解釋其在打擊洗錢和恐怖分子資金籌集方面的責任。

on different hot topics in the property market while the EAA's representative also shared some useful tips on appointing licensed estate agents. Both seminars received a very positive response from the public. Video highlights of these seminars were also uploaded to the EAA's websites and YouTube channel for the public's viewing.

As investing in non-local properties has become more and more popular, the EAA stepped forward to educate the public on the risks in purchasing properties situated outside Hong Kong and participated in an overseas properties expo in June 2018. A leaflet titled "Appoint Licensed Estate Agents to Deal with the Purchase of Uncompleted Properties Situated Outside Hong Kong" was produced and distributed to the public. The EAA's staff answered the public's enquiries in the expo and also delivered a talk to the public on this topic. In order to provide more useful information for the public's reference, a new page focused on property transactions situated outside Hong Kong was also launched under the EAA's consumer education website (<http://smart.eaa.org.hk>) during the year.

Separately, a leaflet titled "Anti-money Laundering in Property Sales and Purchases, Estate Agents and Customers Have Their Respective Responsibilities" was also produced in the year to educate the consumers and estate agents about their responsibilities on combatting money-laundering and terrorist financing.



監管局於2019年3月開展宣傳活動，提升專業地產代理應具備「三言兩與」的「5A代理」素質。

A publicity campaign promoting the "5A" qualities of professional estate agents was launched in March 2019.



傳媒關係

作為監管局與公眾之間的關鍵溝通渠道之一，與媒體保持密切聯繫以發布局方的舉措及工作至為重要。年內，監管局共發出了13篇新聞稿及舉辦了兩次新聞發布會，均獲傳媒廣泛報道。監管局主席及行政總裁亦接受了主要印刷及電子媒體合共14次專訪。同時，監管局透過舉辦與前線記者的工作午餐及農曆新年聚會，與傳媒保持密切聯繫。

為透過大眾媒體進一步推廣與消費者相關的資訊，監管局定期在媒體專欄撰寫有關物業交易及地產代理預期服務的文章。在2018/19年度，監管局在六份報章或網站專欄合共發表了43篇文章，分別為《英文虎報》、《星島日報》地產網站及雜誌、《星島虎報海外地產網》網站、《信報財經新聞》網站、《中金在綫》網站及《南華早報》網站。

Media relations

Being one of the key communication channels between the EAA and the public, it is important to keep a close connection with the media in order to publicise its initiatives and efforts. During the year, the EAA issued 13 press releases and held two press conferences which gained wide media coverage. A total of 14 feature interviews were arranged for the EAA Chairman and CEO with major print and electronic media. At the same time, the EAA maintained a cordial relationship with the media by organising media luncheons and the Chinese New Year gathering with frontline journalists.

To further promote consumer-related information through mass media channels, the EAA regularly contributes articles on current topics relating to property transactions and expected services of estate agents to the media. In 2018/19, the EAA contributed a total of 43 articles to six print and online columns, namely, *The Standard*, the property magazine and website of *Sing Tao Daily*, the websites of *Sing Tao Overseas Property*, *Hong Kong Economic Journal*, *cnfol.com* and *South China Morning Post*.



年內，監管局主席及行政總裁分別接受了不同印刷及電子媒體的專訪。

During the year, the EAA Chairman and CEO had numerous feature interviews with different print and electronic media.





業界溝通

監管局重視與業界代表保持良好關係，期望他們理解及支持監管局工作，以提高地產代理執業水平。監管局於2018/19年度與主要業界商會代表舉行了三次聯絡會議，從而與業界保持定期對話及雙向溝通。會議除了討論到雙方關心的議題外，監管局亦向業界講解新執業通告的要點。除了恆常業界聯絡會議外，監管局亦與不同業界商會舉行兩次獨立會議，並就反洗錢及反恐怖分子資金籌集議題舉行了八次會議，使業界更理解該議題。

除了與業界商會代表舉行聯絡會議外，監管局亦與不同地區與持牌人舉行聚焦小組會議，和前線從業員直接溝通。會議中持牌人分享其遇到的執業問題，這有助監管局為業界制定有效的政策、指引和措施。年內，局方分別於海怡半島、白田、屯門及鰂魚涌舉行了合共四次聚焦小組會議，並得到正面回應。

Trade communications

The EAA believes that maintaining a good rapport with the trade to gain their understanding and support for the work of the EAA is essential for pursuing a higher standard of trade practices. The EAA hosted three liaison meetings with the representatives of major trade associations in 2018/19 as a regular dialogue and two-way exchange with the trade. Apart from the regular trade liaison meetings, the EAA had two separate meetings with different trade associations and eight meetings on the subject of Anti-Money Laundering and Counter-Terrorist Financing, with a view to facilitating the trade's better understanding of the subject. Issues of mutual concern were also discussed and the trade was briefed on the salient points of the new practice circulars the EAA issued.

In addition to liaison meetings with representatives of trade associations, focus group meetings with licensees in various districts were also organised to maintain direct dialogue with frontline practitioners. At these meetings, the EAA invited licensees to share practice issues they encountered, which helped the EAA formulate practical policies, guidelines and measures for the trade. During the year, four focus group meetings with positive feedback were held in South Horizons, Pak Tin, Tuen Mun and Quarry Bay respectively.



監管局於主要業界商會代表定期舉行聯絡會議，保持雙向溝通。

The EAA hosted regular liaison meetings with different trade associations to maintain two-way exchange with the trade.



監管局定期在不同地區與前線持牌人舉行聚焦小組會議，以達至直接溝通。

Focus group meetings with frontline licensees in various districts were conducted regularly to maintain direct dialogue.



監管局亦不時透過電郵、發布於網站上的特別通告、致持牌人函件或提醒，提示業界注意一些有關執業的規例及由政府發出的提醒或措施。2018/19年度，監管局合共發出了19個致持牌人函件或通告。此外，監管局亦於年內出版了四期持牌人通訊《專業天地》，讓持牌人知悉局方最新的規管措施及活動。公眾人士亦可於監管局辦事處索取該通訊或於監管局網站瀏覽電子版本。此外，監管局年內也透過出席不同的業界活動，與業界保持緊密聯繫。

與其他持份者的交流及聯繫

年內，監管局與政府、專業機構和其他公共機構等外界持份者保持良好聯繫。由於地產代理有必要了解相關的政府法規及市場的最新發展，監管局不時收到不同部門或機構的最新消息及資訊，例如一手住宅物業銷售監管局、地政總署、屋宇署、土地註冊處、房屋委員會、消費者委員會、平等機會委員會、競爭事務委員會、個人資料私隱專員公署及物業管理業監管局等，並向持牌人轉發與地產代理業有關的最新消息。

除了與本地持份者保持聯絡外，監管局亦與境內外的不同專業、法定及業界組織交流會面。年內，監管局分別接待了英國稅務海關總署、日本東京房地產協會千代田中央分會，以及武漢房地產經紀行業協會的代表團。在會議上，代表團成員了解到香港地產代理業的監管制度，而監管局亦從他們當中學到了不少相關知識。

The EAA also from time to time issues letters or reminders to licensees in the form of email or special notices published on the EAA's website to alert them to certain requirements relating to the estate agency practice, and to reminders or new measures from the Government. In 2018/19, a total of 19 such letters or notices were issued. In addition, four issues of the EAA's newsletter for licensees, *Horizons*, were published in the year to keep licensees abreast of the EAA's regulatory measures and our latest activities. Members of the public could either collect a copy of the newsletter at the EAA office or read the e-version at the EAA's website. By attending different trade events in 2018/19, the EAA also maintained a cordial relationship with the trade.

Exchanges and liaisons with other stakeholders

During the year, the EAA also maintained a good relationship with external stakeholders, including the Government, professional institutes and other public bodies. As it is essential for estate agents to keep informed of relevant government regulations and new developments in the market, we also received news updates and information from various departments or organisations such as the Sales of First-hand Residential Properties Authority, Lands Department, Buildings Department, Land Registry, Housing Authority, Consumer Council, Equal Opportunities Commission, Competition Commission, Office of the Privacy Commissioner for Personal Data and Property Management Service Authority, etc, and relayed to our licensees the updated information relating to the estate agency sector.

In addition to liaisons with local stakeholders, the EAA also had exchange meetings with different professional, statutory and trade bodies both local and outside Hong Kong. During the year, the EAA received a delegation from Her Majesty's Revenue & Customs of the United Kingdom, a delegation from the Tokyo Real Estate Association Chiyoda Central branch of Japan, and a delegation from the Wuhan Real Estate Brokerage Industry Association. At these meetings, the delegates were informed of the regulatory regime of the estate agency sector in Hong Kong and we also learned a lot from them.