

# 有關購買香港境外物業的消費者教育 Consumer education on purchasing properties situated outside Hong Kong

近年，購買香港境外物業的問題引起公眾關注，而消費者委員會去年亦發表了一份相關報告。監管局目前正與政府及地產代理業界討論及研究消委會的建議。與此同時，局方會繼續致力教育消費者有關購買香港境外物業可能存在的風險，並再三提醒準買家在作出任何購買決定前，必須細心考慮清楚。

繼去年8月於各大電視台及電台頻道中推出相關宣傳短片及聲帶後，局方亦於YouTube頻道及Google和Yahoo的廣告網絡中作出相關宣傳。

踏入2022年，監管局於1月再推出另一個為期兩星期的宣傳計劃，在港鐵車廂電視上播放



The issue of purchasing properties situated outside Hong Kong has become a public concern in recent years and the Consumer Council published a report on the issue last year. Currently the EAA is discussing and studying with the government and the trade on the recommendations proposed by the Consumer Council. Meanwhile, the EAA will continue to spare no effort in educating consumers on the possible risks of purchasing properties situated outside Hong Kong and reminding prospective purchasers to give careful and thorough consideration before they make any decision to purchase.

Further to launching an announcement in the public interest (“API”) on TV and radio channels in August last year, the EAA publicised the issue on YouTube and the display advertising networks of Google and Yahoo.

Stepping into 2022, the EAA launched another two-week publicity campaign on the subject in January. The TV API was broadcast through the MTR in-train TV network and it was also promoted through the MTR mobile App, which generated over nine thousand clicks to our consumer education website.

In addition, the EAA partnered with two newspapers, namely *Ming Pao* and *Hong Kong Economic Times*, in February 2022 for another publicity campaign on the subject. A total of 60,000 copies of the consumer education booklet “Purchasing Non-local Properties – Be Smart” were



上述該宣傳短片，並在港鐵手機程式中作出相關宣傳，共有逾九千人次因而到訪監管局的消費者教育教育網站。

此外，監管局亦與兩份報章《明報》及《香港經濟日報》合作，在2022年2月推出另一項宣傳計劃。我們把合共六萬本消費者教育小冊子《境外置業要「究」SMART》分六天放到這兩份報章內分發，該兩份報章同時亦有刊登相關廣告，並在其Facebook專頁內宣傳該小冊子。

事實上，監管局過去幾年曾就此議題推出多個消費者教育及推廣計劃，例如製作短片、小冊子、舉辦公開講座等。所有有用資訊已上載到監管局的消費者教育網站內名為「有關購買境外物業」的專區供市民參考，持牌人可到 <http://outsideHK.eaa.org.hk> 了解詳情。



inserted into the two newspapers for distribution on a total of six days. There were also related printed advertisements and promoting posts in the Facebook pages of the two newspapers.

In fact, the EAA has already launched a number of educational and promotional campaigns such as producing videos, booklets and organising public seminars on the subject in the past few years. All these useful materials are available in the designated section titled "Purchasing properties located outside Hong Kong" in the consumer education website of the EAA. Licensees may visit the webpage to learn more: <http://outsideHK.eaa.org.hk>

