

## 全新的郵箱宣傳廣告

### New advertising campaign on postal boxes

為了提升公眾對委託持牌地產代理租賃香港物業的重要性的認識，尤其是針對一些對香港物業交易程序不熟悉的新來港人士，監管局於2025年7月23日至12月2日期間推出了一項全新的宣傳活動。

是次宣傳活動首次利用香港郵政提供的貼有宣傳貼紙的郵筒作為推廣平台。這十二個精挑細選的郵箱設置於重要辦公地點附近，包括中國旅行社（香港）及入境事務處，是新來港人士因要處理入境事務而需要經常出入的地方。郵箱設置在顯眼地點，能有效提醒公眾在租賃物業時應注意的重要事項。

未來，監管局將會繼續加強公眾教育，以促進物業交易有更佳的保障。

To raise public awareness on the importance to appoint licensed estate agent to rent or purchase properties in Hong Kong, particularly among the new arrivals that are not familiar with the property transaction practice in Hong Kong, the EAA recently launched a new advertising campaign running from 23 July to 2 December 2025.

For the first time, the campaign leverages sticker-wrapped postal boxes provided by Hongkong Post as a promotional platform. Twelve strategically selected postal boxes were located near key offices, including those of China Travel Service (Hong Kong) Limited and the Immigration Department as these locations are frequently visited by new arrivals handling immigration matters. The prominently placed postal boxes serve as effective touchpoints to remind the public of important points-to-note when dealing with tenancy matters.

In the future, the EAA will continue to enhance public education to facilitate a better protection for property transaction.



位於尖沙咀區貼有監管局宣傳貼紙的郵箱。  
One of the postal boxes with an EAA sticker wrapped in Tsim Sha Tsui District.



另一個位於深水埗區貼有監管局宣傳貼紙的郵箱。  
Another postal boxes with an EAA sticker wrapped in Sham Shui Po District.