



**Incentives to Encourage Participation of  
Continuing Professional Development Scheme**

(25 October 2005) With “Professional Excellence Through Learning” as its objective, the Estate Agents Authority (EAA) has launched the Continuing Professional Development (CPD) Scheme since May 2005. The EAA is implementing a number of new initiatives to enhance participation of the Scheme, and to promote professionalization of the estate agency trade.

Mr. Steven Poon Kwok-lim, JP, Chairman of the EAA, said, “The Scheme aims at promoting professionalization of the estate agency trade. Now the EAA regulatory mechanism has been in place for over six years, we hope the launch of the CPD Scheme will enhance the competence of practitioners and the currency of their professional knowledge in the industry’s continuing contribution to Hong Kong’s economic development.”

Under the CPD Scheme, estate agents and salespersons are encouraged to earn not less than 10 CPD points per a normal CPD period of 12 months, comprising not less than 6 from core subjects and not less than 4 from non-core subjects. From 1 June 2006, licensees renewing their licences may submit to the EAA, on a voluntary basis, a Voluntary Declaration of CPD Attainment.

Since the launch of the CPD Scheme, the Authority has consulted the views of the estate agency trade associations with a view to enhancing participation of the Scheme. Having considered the feedback from the trade, the EAA is implementing a number of new initiatives, which includes awarding a certificate to practitioners who have attained the 10 CPD points target. The practitioners will also be allowed to print a CPD attainment symbol endorsed by the EAA on their own business card.

Mr. Joseph Tsang Hon-ping, Chairman of the EAA Professional Development Committee, added that the Authority will provide more CPD activities free-of-charge so as to meet the different needs of the practitioners. The EAA will increase the number of e-quiz each year, from 4 times a year to 6 times a year, commencing early 2006. E-quiz is



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catered for practitioners for free. Besides, the EAA will hold e-quiz case study seminar/workshop regularly and organize more “outreach” CPD seminars/lectures/workshops so as to enable licensees working in different districts to participate CPD activities in a more convenient place at a more convenient time.

The Authority actively promotes the launching of dynamic and high quality training activities. For that purpose, the EAA Professional Development Committee has widened the scope of the CPD subjects by adding a new non-core subject named “macro socio-economic issues”.

The Honorable Leung Chun-ying, GBS, JP, Member of the Executive Council, has inaugurated the EAA Distinguished Speaker Series by being the first guest speaker. He spoke on “New Milestones in the Economic Partnership between Hong Kong and the Pearl River Delta” which was well received by the trade. The second seminar will be held on 17 November 2005 with Mr. Kwok Kwok-chuen, Government Economist of HKSAR as the second Distinguished Speaker. Mr. Kwok will speak on “The Economic Transformation of Hong Kong: Opportunity, Challenge or Problem?”. Estate agents and salespersons who are interested in the Distinguished Speaker Series may register on-line or download the registration form at EAA’s website: <http://www.eaa.org.hk>. For enquiries, they may call the EAA Professional Development Hotline at 2150 2468.

Meanwhile, the EAA will reimburse an amount of \$2,500 of the accreditation fee for each successfully accredited CPD activity (regardless of the number of hours of the respective activity) organized by other training providers including the estate agency trade associations. This subsidy will be for the first 100 successfully accredited CPD activities approved by the Hong Kong Council for Academic Accreditation since the implementation of the CPD Scheme. Each training provider or trade association could be reimbursed for a maximum of 5 CPD activities.

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