



The Council commemorated its golden jubilee milestone with a series of celebratory events, which kicked off with the launch of its official Instagram page on 2 January 2024. For its birthday month, the April issue (#570) of CHOICE was a special edition featuring the first-ever test on beer as the cover story.

消委會以一連串精彩活動慶祝金禧里程碑，以2024年1月2日推出Instagram官方帳號打響頭炮。踏入生日月，4月號的第570期《選擇》月刊更設計成特別紀念版，並以創刊以來首個啤酒測試作為封面故事。

### 50th Anniversary Golden Jubilee Cocktail Reception

Over 880 guests came together to honour the Council's half-century mark at the cocktail reception held at the Hong Kong Convention and Exhibition Centre. Officiated by the Chief Executive of the HKSAR, Mr John Lee, the ceremony was graced by many key officials of the HKSAR Government, Executive Council and Legislative Council members, industry leaders, important partners in consumer protection, as well as current and former Council Members.

A heartwarming video recounting the Council's achievements in safeguarding consumer interests in the past years was premiered, while festivities were brought to a climax with a creative ceremony where guests inserted emoji-emblazoned coins into a uniquely designed "Golden Jubilee Fortune Pig". The news of eCHOICE going free from 2 January 2025 was announced during the ceremony and was met with overwhelming support.

### 50周年金禧誌慶酒會

消委會50周年金禧誌慶酒會假香港會議展覽中心舉行，逾880位來賓聚首一堂，一同慶賀本會成立半世紀和送上祝福。誌慶酒會由行政長官李家超先生主禮，多位特區政府主要官員、行政會議成員、立法會議員、業界領袖、消保組織合作夥伴，以及現屆和歷屆消委會委員均蒞臨出席，令活動熠熠生輝。

席上除了首播一段溫馨動人的短片，回顧消委會50年來努力為市民守護消費權益的成果，更進行了別開生面的慶祝儀式，由各嘉賓將印上表情符號的大金幣，逐一放入設計獨特的金禧聚財幸運豬內，將現場氣氛推上高峰。典禮上更宣布了網上版《選擇》月刊將於2025年1月2日起全面開放、免費供市民閱覽的消息，獲得熱烈的迴響與支持。



## Hong Kong Consumer Rights Week (HKCRW)

The Council organised the first-ever HKCRW with 3 highlight events to jointly celebrate its 50th anniversary and the annual World Consumer Rights Day (15 March), engaging over 20 NGO partners in total.

### 消費者權益周

為慶祝消委會成立 50 周年及響應每年 3 月 15 日的「國際消費者權益日」，本會舉辦首屆「消費者權益周」，當中包括 3 項焦點活動，獲超過 20 個支持機構鼎力支持

## Consumer Rights Carnival

The 2-day family-friendly Carnival took place on 16 and 17 March at The Wai shopping mall. Featuring 5 fun interactive booth games designed to educate the public on the 8 Consumer Rights, the Carnival attracted over 4,100 participants.

### 消費權益嘉年華

一連兩天的親子嘉年華於 3 月 16 及 17 日在大圍圍方圓滿舉行。嘉年華共設 5 個富趣味的互動攤位遊戲，旨在讓公眾從遊戲中學習 8 大消費權益，活動共吸引逾 4,100 人參加。



### Feedback from Carnival Participants

嘉年華參加者的意見回饋

90%

Reported that the Carnival enhanced their knowledge about their consumer rights  
表示嘉年華提高了他們對消費者權益的了解

89%

Reported that the Carnival could enhance their knowledge about the Council's duties  
表示嘉年華能增強他們對消委會工作的認識

98%<sup>+</sup>

indicated willingness to join the Council's future carnivals  
表示願意參加消委會日後舉辦的嘉年華活動

93%<sup>+</sup>

expressed satisfaction with the Carnival  
對嘉年華表示滿意

## Consumer Rights Seminar for Secondary Schools – Fair and Responsible AI for Consumers

Industry experts and academics shared their views with around 50 students on the current trends of AI in consumption and the right attitude towards its application, helping them better understand the impact of AI and how to better adapt to the digital era.

Ms Helena Leurent, Director General of Consumers International, made a global address through a pre-recorded video to open the Seminar.

### 中學生消費者權益研討會 – 「公平與負責任地使用人工智能 (AI)」

本會邀請到來自科技界及教育界的專家，與近 50 名學生分享關於當前人工智能在消費領域上的發展趨勢，以及對人工智能應用的正確態度，有助他們更了解人工智能對消費者的影響，提高其適應數碼世代的能力。

國際消費者協會總幹事 Helena Leurent 透過預先錄製的講話致歡迎辭，為研討會揭開序幕。

### Consumer Educational Talks

In collaboration with the Anti-Deception Coordination Centre, the Investor and Financial Education Council, and Financial Education Centre of Hong Kong Family Welfare Society, 3 educational talks were held on topics related to anti-deception, financial education and AI education. Around 730 members of the public, among which 650 were secondary school students, benefitted from the talks.

### 消費者教育講座

本會與香港警務處轄下反詐騙協調中心、投資者及理財教育委員會及香港家庭福利會理財教育中心合作，分別舉辦 3 場公眾消費權益教育講座，涵蓋提防網絡詐騙、理財教育和人工智能教育等主題。講座共吸引約 730 名公眾人士參與，包括 650 名中學生。



# 1970s

## The Founding

As the global oil crisis in the 1970s drove up inflation, causing the prices of essential daily commodities such as rice and edible oil to soar, the Consumer Council was established in April 1974 to monitor the market and protect consumer rights.

### 源起

上世紀 70 年代，石油危機引發高通脹，導致日用品、糧油食品價格高企。在此背景下，消委會於 1974 年 4 月成立，肩負起監察市場、保障消費者權益的角色。



## 1974 Establishment of the Consumer Council

The Consumer Council was founded with its first headquarters in Central. One of its earliest initiatives was the "Daily Bulletin of Retail Prices of Major Foodstuffs", broadcast daily on the radio to provide useful price comparison for market shoppers. In 1975, the Council's Terms of Reference were expanded to include "services". The Consumer Council Ordinance was formally enacted in 1977, incorporating the Council as a statutory body and defining its functions and powers.

### 消費者委員會成立

消委會首個總部設於中環，成立之初，每天早上均在電台廣播《主要食品零售價格行情報告》，為消費者提供實用的價格情報。1975 年，本會的職權範圍擴展至包括「服務」行業。《消費者委員會條例》於 1977 年正式通過，將本會定為法定團體，並界定其職能和權力。



## 1976 Opening of Consumer Advice Centres

The first 2 Consumer Advice Centres were opened in the District Offices in Wan Chai and Sham Shui Po, the first of its kind in Asia.

### 開設諮詢中心

在灣仔及深水埗的民政署開設首兩間諮詢中心，創亞洲先河。

## 1976 Debut of CHOICE Magazine

The Consumers Monthly Letter, the forerunner of CHOICE Magazine, was launched in 1975 with a print run of 30,000 copies for free distribution. A year after, CHOICE debuted in 1976 at a cover price of HK\$1 with cooking oil as the first tested product.

### 《選擇》月刊創刊

《選擇》月刊前身 — 《消費者月報》於 1975 年面世，月印 30,000 本，並免費派發。一年後，《選擇》月刊於 1976 年創刊，定價港幣 1 元，首個測試產品為食油。

### IOCU Membership

The Council became a member of the International Organisation of Consumers Unions (IOCU), now known as Consumers International (CI), to empower and champion the rights of consumers.

### 成為 IOCU 會員

消委會成為國際消費者聯合協會 (IOCU) (現稱為國際消費者聯合會 (CI)) 的正式會員，致力賦權消費者及維護消費權益。



# 1980s

## Industrial Transformation

Hong Kong's economic take-off in the 80s saw the city transition from an industrial society to a financial hub. Understanding consumers' increased emphasis on the quality of goods and services, the Council strengthened consumer safeguard in various ways including advocacy and publicity.

### 工業轉型

香港經濟於 80 年代起飛，由工業社會轉型為金融中心。消委會深明消費者日益重視產品及服務的質素，因此透過倡議和宣傳等不同方式，加強對消費者的保障。



### Naming Sanctions

The Council publicly named and reprimanded a total of 34 traders in the 80s for sales malpractices, including second-hand car dealers, electric appliance stores, tourist camera stores, etc.

### 點名譴責

本會在 80 年代以公開點名方式，譴責一共 34 間以不良手法經營的商戶，包括二手車行、電器行、旅客相機商店等。

### 1985 Major Revamp of CHOICE

CHOICE underwent a major overhaul from its 110th issue with refreshed content, design and layout, as well as featuring celebrities on the cover, with Leslie Cheung becoming the first-ever cover star.

### 《選擇》月刊大革新

《選擇》月刊從第 110 期起大革新，從內容、設計至版面編排等均煥然一新，並開始邀請名人擔任封面人物，第一位是巨星張國榮。

### 1984 First International Consumer Rights Campaign

The Council launched its first large-scale "World Consumer Rights Day" campaign to promote consumer rights protection on 15 March 1984.

### 首次舉行國際消保宣傳運動

1984 年 3 月 15 日，本會第一次推行大規模的「世界消費者權益日」宣傳活動，向大眾推廣消費者權益保障。

### 1986-87 Reforming Redress Measures

Prompted by the closure of several major travel agencies, the Council proposed redress measures to safeguard consumer interests which were accepted by the authorities.

### 改革賠償機制

有見數間大型旅行社先後倒閉，本會倡議改革賠償機制，以增加對消費者的長遠保障，建議獲當局接納。

### Implementation of Key Consumer Protection Legislations

A number of consumer protection legislations such as the Trade Descriptions Ordinance (1980) and the Travel Agents Ordinance (1985) came into effect after years of advocacy by the Council.

### 多項消保條例生效

消委會歷年來倡議的多項保障消費者的法例生效，包括《商品說明條例》(1980 年) 及《旅行代理商條例》(1985) 等重要條例。

### 1989 Promoting Consumers' Rights to Be Informed

A number of TV commercials highlighting consumer rights was launched with the classic slogan "Consumers have the right to be informed, the more you ask, the smarter you are".

### 宣傳消費者知情權

本會推出一系列推廣消費權益的電視廣告，其宣傳口號「消費者有權知，問多啲，係醒啲」更成為經典之作。



# 1990s

## Economic Boom and Bust

While Hong Kong cemented its status as Asia's financial centre in the economic heyday of the early and mid-90s, the property market boom and rampant speculation pushed property prices to a historical peak in 1997. During this era, the Council advocated various consumer protection policies and legislations, paving the way for fair competition in the market.

### 經濟興衰

本港於 90 年代初期和中期踏入經濟鼎盛時代，並奠定了其亞洲金融中心的地位。與此同時，樓市暢旺，炒風熾熱，樓價於 1997 年更升至歷史高位。消委會於這個時期倡議多項保障消費者的政策及法例，為市場公平競爭奠下重要根基。



### 1990 Control of Exemption Clauses Ordinance

As the captioned Ordinance came into effect, traders could no longer shirk their legal responsibility through unreasonable exemption contract clauses in the sale of goods and services.

#### 《管制免責條款條例》

隨著上述條例生效，商戶在銷售貨品和服務時，不能再以「貨物出門，概不負責」一類不合理的免責條款作為逃避法律責任的藉口。

### 1990s Iconic Publicity Campaigns

The Council launched a series of memorable publicity campaigns during the 90s featuring Dodo Cheng, Ng Man-tat and Teresa Mo with the slogan "Your consumer rights are in your hands. Speak up to fight for your rights!" which gained wide public acclaim.

#### 著名宣傳運動

本會在 90 年代推出了一系列深入民心的宣傳廣告，由鄭裕玲、吳孟達、毛舜筠領銜演出，其口號「消費權益係你手，據理力爭要開口」更是街知巷聞。



### 1991 Hosting the 13th IOCU World Congress

The Council hosted the captioned global event, attended by about 500 delegates from 60 countries and regions.

#### 主辦第 13 屆 IOCU 世界大會

本會主辦了第 13 屆國際消費者聯合協會世界大會，接待約 500 名來自 60 個國家及地區的代表。

### 1994 Establishment of Consumer Legal Action Fund (CLAF)

To provide legal assistance to cases involving significant consumer interest, CLAF was officially set up with an initial Government grant of HK\$10 million.

#### 消費者訴訟基金成立

政府撥款港幣 1,000 萬元，成立「消費者訴訟基金」，為涉及重大消費者利益的案件提供法律協助。

#### 通過消費者權益條例

The Supply of Services (Implied Terms) Ordinance, Unconscionable Contracts Ordinance and Consumer Goods Safety Ordinance were enacted.

#### 通過消費者權益條例

《服務提供（隱含條款）條例》、《不合情理合約條例》和《消費品安全條例》獲得通過頒行。

### 1996 Competition Policy Study Report

The Council published the "Competition Policy: The Key to Hong Kong's Future Economic Success" study report, calling for a comprehensive competition policy and enactment of a general competition law.

#### 公平競爭政策研究報告

本會發表《公平競爭政策：香港經濟繁榮的關鍵》研究報告，建議本港制訂全面的公平競爭政策和相關的法例。

### 1999 Consumer Culture Study Award (CCSA) Launched

The first CCSA was co-organised with the Education Department, with the aim of enhancing secondary school students' understanding of consumption issues and values.

#### 消費文化考察報告獎啟動

與教育署合辦第一屆消費文化考察報告獎，旨在提高中學生對消費議題和價值的認識。



# 2000s

## Turbulence and Recovery

Despite hard blows to the economy by crises including SARS and the financial tsunami, Hong Kong experienced a boost in tourism by the post-epidemic open market policy. While the Council advocated amendments to various legislations and initiated new services, CLAF offered legal assistance to consumers affected by 2 major cases — the Lehman Brothers' bankruptcy and the One Beacon Hill incident.

### 逆境與自強

千禧年代，香港經濟接連受到沙士疫情及金融海嘯等危機重創，政府於疫後開放自由行政策，刺激本港旅遊業發展，令經濟回穩。本會亦因應時代的轉變，就不同條例建議修訂，並推出新服務。同時亦透過消費者訴訟基金協助受「雷曼事件」及「畢架山一號」影響的消費者，保障消費權益。



### 2003 Testing SARS Prevention Supplies

To safeguard public health and address concerns during the outbreak, the Council researched and tested various products including surgical face masks, sanitation and sterilisation products claiming efficacy against SARS.

#### 測試沙士防疫用品

為保障市民健康，並解決疫情爆發期間的公眾憂慮，本會對各種聲稱具防禦沙士效能的產品進行研究和測試，涵蓋口罩、清潔及消毒用品等。

### 2007 Shopsmart Website

A new website Shopsmart dedicated to Mainland tourists was launched.

#### 「精明消費香港遊」網站

專為內地旅客而設的新網站「精明消費香港遊」啟動。

### 2008 Standardised Definition of Saleable Area

After 23 years of advocacy efforts, a standardised definition of "Saleable Area" finally came into effect, helping potential buyers gain more accurate information on property area.

#### 統一實用面積定義

經過 23 年的不懈的倡議，「實用面積」的統一定義終於生效，有助計劃置業人士更準確掌握物業的面積資料。



### 2009 The Lehman Brothers Lawsuit

Having received over 8,000 complaints related to the Lehman Brothers' bankruptcy in 2008, CLAF provided financial assistance to aggrieved consumers for taking legal action.

#### 雷曼兄弟訴訟案

本會在 2008 年共接獲 8,000 多宗與雷曼兄弟迷你債券事件相關的投訴，消費者訴訟基金向受影響消費者提供法律協助。

#### Auto-Fuel Price Calculator

The pioneering tool was launched to help consumers compare auto-fuel prices among 5 local oil companies. Its successor, the "Oil Price Watch" website and mobile app were subsequently released in 2020, offering a handy and comprehensive platform with enhanced functions for consumers to make informed choices.

#### 油價計算機

本會創先河推出車用燃油格價工具「油價計算機」，助消費者比較本港 5 間油公司的車用燃油價格。「油價資訊通」網站及手機應用程式其後於 2020 年承接推出，具備多項升級功能，讓車主更易隨時查閱油價和相關資訊，作出更精明選擇。



# 2010s



## The Exponential Age

In this decade marked by the exponential acceleration of technology, online shopping proliferated while public awareness of data security and sustainability heightened in tandem. The Council proactively diversified its information dissemination channels, strengthened collaboration with international counterparts, launched sustainable consumption initiatives to empower consumers, and published over 20 study reports advocating a vast range of topics including sales of first-hand residential properties, cooling-off period, medical beauty, etc.

### 騰飛時代

在資訊爆炸的 2010 年代，創新科技急速發展，網購亦漸成為主流，而大眾對數據安全和可持續發展的意識亦同步提升。在這 10 年間，本會積極開拓多元化的資訊傳播渠道，加強與國際消保組織的協作關係，推出可持續消費的措施以增強消費者能力，並發表超過 20 份研究報告，倡議一手住宅物業銷售、冷靜期、醫療美容等議題。

2011

#### Co-organising the 19th CI World Congress

The Council co-organised the Congress with a historical-high attendance of 700 delegates from 80 countries.

#### 協辦第 19 屆國際消聯全球會議

本會協辦是次全球會議，共有來自 80 個國家和地區的 700 多名代表參與，創下大會紀錄。



2012

#### Enactment of 3 Ordinances

The Competition Ordinance, Trade Descriptions (Unfair Trade Practices) (Amendment) Ordinance 2012 and Residential Properties (First-hand Sales) Ordinance were promulgated, further strengthening consumer protection.

#### 立法實施三項條例

《競爭條例》、《2012 年商品說明（不良營商手法）（修訂）條例》及《一手住宅物業銷售條例》相繼獲通過，進一步保障消費者權益。

2017

#### First Study Report on e-Hailing Services

With the global rise of e-hailing services, the Council published "More Choices Better Service — A Study of the Competition in the Personalised Point-to-Point Car Transport Service Market", and recommended introducing a parallel regime to strengthen the service quality of market players through increased competition.

#### 發表首份網約車報告

隨著網約車服務於世界各地興起，本會發表了《更多選擇 更佳服務 - 個人化點到點交通服務市場競爭研究》報告，並建議引入平行體制，透過加強競爭來提升市場參與者的服務質素。

2016

#### The First Sustainable Consumption Report

The Council published the report "Sustainable Consumption for a Better Future — A Study on Consumer Behaviour and Business Reporting" and organised a conference to drive further discussions.

#### 首份可持續消費報告

發表《促進可持續消費 共建美好將來 - 對消費行為及商務報告的研究》報告，並舉辦研討會，以推動進一步的討論。

2017-19

#### Cross-territory Collaboration in Consumer Redress

Memoranda of Understanding (MOU) were signed with the consumer bodies of South Korea, Japan and Singapore in 2017, 2018 and 2019 respectively to strengthen the effectiveness of resolving cross-border consumption disputes.

#### 跨地域消費爭議協作

本會分別於 2017、2018 及 2019 年與韓國、日本及新加坡的消保組織簽訂合作協議，加強雙方處理跨境消費糾紛的成效。

2016-18

#### Debut of Social Media Channels

The Council rolled out its Facebook page and YouTube channel in 2016 and 2018 respectively, coinciding with the special milestones of CHOICE's 40th anniversary and 500th issue. The Official WeChat and Instagram accounts were later on launched in 2022 and 2024, staying on top of social media trends.

#### 社交媒體平台相繼登場

本會分別於 2016 年《選擇》月刊 40 周年時推出 Facebook 專頁，以及於 2018 年出版《選擇》第 500 期時啟動 YouTube 頻道。而官方微信公眾號和 Instagram 帳號亦於 2022 年和 2024 年相繼面世，緊貼社交媒體發展趨勢。

2018

#### Earth 2038's Learning Journey of Sustainable Consumption

After its 2017 pilot, the captioned programme was introduced in the 2018/19 school year to raise students' awareness of responsible consumption values and attitudes. It attracted 3,800 students from 31 primary schools in its first year of launch, and has reached over 20,000 primary school students in total to date (as of 2024).

#### 地球人計劃之可持續消費旅程

計劃於 2017 年成功試行，並於 2018/19 學年正式推出，旨在提升學生對負責任消費者價值觀和態度的認知。在推出的首年，計劃吸引了來自 31 所小學的 3,800 名學生，至今（截至 2024 年）總共超過 20,000 位小學生曾參與其中。



# 2020s

## Digital Transformation

Entering the 2020s, Hong Kong faced the unprecedented challenge of the global coronavirus pandemic. Having the previous experience of testing anti-epidemic supplies, the Council was able to respond swiftly to consumers' top concerns by providing comprehensive information on virus prevention. The Council operated without fail throughout the outbreak and continued to champion consumer rights during post-pandemic recovery.



### 數碼轉型

踏入 2020 年代，香港迎來世紀疫情的挑戰，憑藉沙士時測試防疫產品的經驗，本會能迅速應對，為大眾提供實用又全面的抗疫資訊，急市民所急。疫情期間，本會如常運作，堅守崗位維護消費者權益和福祉。

2020

### Disseminating Virus-prevention Information

"Together, We Fight COVID-19", a one-stop webpage providing anti-epidemic information and free reports was set up in the early days of the outbreak. The Council also jointly developed a DIY makeshift face mask solution at a time of supply shortage. The tutorial video garnered over 180,000 views. In 2022, a search tool for Rapid Antigen Test kits was created to help consumers verify products.

#### 發放防疫資訊

本會早在疫情爆發初期便推出了「齊心抗疫」一站式專頁，提供防疫資訊和免費報告。為解市面口罩荒燃眉之急，本會聯合開發以日常家居物料自製口罩。該教學影片更吸引超過 18 萬人次觀看。及至 2022 年，本會開發出快速抗原測試包搜尋器，幫助消費者驗證產品。

### Support Programme for Persons with Special Needs

The captioned consumer education programme was inaugurated to strengthen the intellectually disabled's self-protection capacity. A VR initiative was then piloted in 2023 to provide immersive role-play simulation for participants.



#### 特殊需要人士支援計劃

為增強特殊需要人士的自我保護能力，本會於 2020 年推出上述消費者教育活動計劃，繼而於 2023 年引入突破性的虛擬實境 (VR) 遊戲，為參加者提供沉浸式角色扮演體驗。

2021-22

### Strengthening Elderly Consumer Protection

The Council piloted the Educator Scheme for Senior Citizens (ESSC) and launched a dedicated Elderly Hotline to promote and safeguard elderly consumer rights.

#### 推動銀髮消費權益

本會試行「智齡消費教育大使」，並推出全新「智齡消委會熱線」，推廣及保障長者消費權益。



2021

### New Website Unveiled

The Council's website was upgraded and integrated with the eCHOICE portal, offering an enhanced and personalised user experience.



#### 全新網站登場

消委會網站全面革新，並與《選擇》月刊網站合併，為讀者提供更高質和個人化的瀏覽體驗。

2022

### A New Era for CRRA

Responding to the evolving media landscape, the Consumer Rights Reporting Awards (CRRA) was revamped with several groundbreaking innovations.

#### 開啟「消費權益新聞報道獎」新一章

為迎合日新月異的傳媒行業生態，「消費權益新聞報道獎」進行全方位改革，引進多項創新項目。

### First Study on AI in e-Commerce in Hong Kong

A pioneering study on the use of AI in e-Commerce in Hong Kong was published, advocating ethical and responsible use of this technology.

#### 首份關於香港電子商務應用人工智能情況的研究

本會發表前瞻性的《道德與信心共融 促進電子商務人工智能發展》研究報告，倡議各方負責任及符合道德地應用人工智能。

2023

### CCSA Passes Baton to "Smart Consumption Academy" (SCA)

CCSA concluded its 24-year historical mission and was succeeded by the brand new SCA.

#### 「智醒消費學堂」承先啟後

「消費文化考察報告獎」完成 24 年的歷史任務，由全新的「智醒消費學堂」接棒。

