

Forging Closer Collaboration for Consumer Protection

加強對外合作保障消費者權益



34 consumer counterparts signed MOUs for co-operation with the Council
個消保組織與消委會簽訂合作協議

Since **1976**...

A member of the International Organisation of Consumers Unions and subsequently Consumers International

自 1976 年起成為國際消費者聯會正式會員

Partnerships, collaborations and information exchange at local, regional and international levels are crucial for the Council to discharge its duties in consumer protection and empowerment. Outside Hong Kong, the Council has established links with consumer organisations in many countries and regions, with Memoranda of Understanding (MOU) for collaboration on consumer rights and interests signed with 34 counterparts over the years, including 30 provinces/cities in the Mainland, as well as Macau, South Korea, Japan and Singapore. The Council is also active in global bodies such as Consumers International (CI), having been a member of its predecessor International Organisation of Consumers Unions (IOCU) since 1976 and subsequently becoming a CI Member and even Board of Trustee and Council Member.

On the home front, the Council engages regularly with relevant Government departments, regulators and trade and professional bodies. As borders fully reopened and global travel resumed in 2023, the Council was thankful to reconnect with consumer counterparts around the world in person once again for fruitful meetings and strategic discussions on strengthening consumer rights in the post-pandemic era.

於本地、亞洲區內，以至國際層面建立的夥伴和合作關係，以及互相交流資訊，均有助本會全面履行消費者保障和提升他們自我保護能力的職責。本會與多個國家和地區的消費者組織建立聯繫，多年來已經與 34 個組織簽訂有關消費者權益和重要議題的合作協議，包括內地 30 個省市，以及澳門、南韓、日本和新加坡。本會亦積極參與國際組織的事務，自 1976 年起成為國際消費者聯會（國際消聯）前身國際消費者聯合協會的一員，並隨後成為國際消聯成員，及後更擔任其董事會和理事會成員。

在香港，本會定期與相關政府部門、監管機構、商界和專業團體進行磋商。隨著 2023 年全面通關和旅遊復常，本會慶幸能親身與世界各地的消保組織重新接軌，就後疫情時代中加強消費者保障的議題進行了具建設性的會議和策略討論，成果豐碩。



Local Collaboration

The Council has closely liaised with the Commerce and Economic Development Bureau, which oversees policy on consumer protection. The Council also worked with other Government bureaux and departments, as well as statutory bodies to provide advice on matters of consumer interest, such as fair competition and trade practices, financial and insurance services, public health and food safety, telecommunications, and residential property issues.

Members and staff of the Council sit on nearly 50 public advisory committees, offering views from consumers' perspectives.

Visit by FHKI Young Executive Council

The Federation of Hong Kong Industries (FHKI) Young Executive Council (YEC) and the Youth Committee of the Chinese Manufacturers' Association of Hong Kong (YCMA) co-organised a visit to the Council. The YEC Chairman and members met and exchanged views with Council representatives on how the Council's product research, testing and surveys are conducted, while YEC shared their observations on market trends and changes in consumer behaviour.



本地合作

本會一直與負責制訂消費者保障政策的商務及經濟發展局緊密聯繫，亦與其他政府部門和法定機構合作，就各種消費議題給予意見，涵蓋公平競爭和營商手法、金融及保險服務、公共衛生和食品安全、電訊，以及住宅物業等範疇。

本會委員和職員合共參與近 50 個公共事務諮詢委員會，從消費者角度就不同政策和議題提供意見。

工總青年委員會造訪本會

香港工業總會青年委員會（青委會）與香港中華廠商聯合會青年委員會合辦參觀消委會。青委會主席及會員與本會代表會面及交流，了解本會的產品研究、測試和調查方法，而青委會亦分享其對市場和消費行為的趨勢的觀察。

Collaboration with the Mainland (including GBA) The Greater Bay Area Consumer Protection Forum

Organised by the Council, the captioned Forum themed "Welcoming Opportunities and Growth" was held from 24 to 26 October 2023, comprising a full-day conference and other visitations. First of its kind in Hong Kong, the Forum brought together almost a hundred people in total, including more than 40 Administration for Market Regulation officials and representatives of consumer organisations from the Greater Bay Area (GBA), along with the China Consumers Association from Beijing and different local stakeholders interested in consumer rights.

Apart from sharing and exchanging ideas on the post-pandemic changes in consumption with the aim of better grasping opportunities and boosting the economy, attendees also deliberated on strategies for promoting and safeguarding consumer rights.



與內地（包括大灣區）合作 粵港澳大灣區推動消保權益論壇

本會於 2023 年 10 月 24 至 26 日一連三日於香港舉行首個粵港澳大灣區推動消保權益論壇，活動以「迎機遇 創新篇」為主題，涵蓋全日會議和參觀相關機構，合共近百人出席，包括 40 多位大灣區市場監督管理局官員及消保組織代表、來自北京的中國消費者協會，以及本地關注消費權益的不同持份者。

各與會者針對疫後湧現的各種消費轉變交流意見及分享資訊，以更好掌握機遇、提振經濟，並齊為促進及保障消費者權益出謀獻策。



Visitation to Macao SAR and Guangdong-Macao In-Depth Cooperation Zone in Hengqin

The Council's Chairman led a 16-strong delegation to pay an official visit to the Macao SAR Government Consumer Council (CCM) and Macao Consumer Mediation and Arbitration Centre on 25 May 2023 with the aim of strengthening the partnership between the two Councils and exchanging views on consumer protection work, in particular on issues related to the COVID-19 pandemic. The President of the Executive Committee of CCM briefed the delegation on the Consumer Rights and Interests Protection Law of Macao SAR which came into effect on 1 January 2022.

The delegation also visited the Exhibition Hall of the Cooperation Zone and the Traditional Chinese Medicine Science and Technology Industrial Park of Co-operation between Guangdong and Macao. The Council and the Guangdong-Macao In-depth Cooperation Zone in Hengqin Consumers Association had a fruitful discussion on various consumption-related topics.



到訪澳門和橫琴粵澳深度合作區

本會主席於 2023 年 5 月 25 日率領一行 16 人代表團，到訪澳門特別行政區政府消費者委員會（澳門消委會）和澳門消費爭議調解及仲裁中心，旨在加強雙方夥伴關係，並就保障消費者的工作，特別是與疫情相關的重點交換意見。期間，澳門消委會執行委員會主席向代表團介紹了 2022 年 1 月 1 日起生效的澳門特別行政區消費者權益保護法。

代表團亦參觀了合作區展示廳和粵澳合作中醫藥科技產業園，並與橫琴粵澳深度合作區消費者協會就多項消費相關議題進行了具建設性的討論。

Visitation by Shandong Provincial Government and Renewal of MOU with Shandong Consumers' Association

A delegation of 13 government officials led by Ms Wang Guiying, Deputy Governor of the Shandong Provincial Government visited the Council on 14 November 2023. In addition to renewing the MOU between the Council and Shandong Consumers' Association, which was first signed in 2007 and last renewed in 2018, issues discussed at the meeting included the challenges faced by consumer bodies in the post-COVID economy, the Council's operation in the Consumer Legal Action Fund, how the Council cooperates with consumer bodies in the GBA, as well as consumer protection in the service sector, etc.



山東省人民政府代表團造訪本會及續簽《魯港消費者組織合作協議》

山東省副省長王桂英率領一行 13 人的省政府代表團於 2023 年 11 月 14 日到訪本會。會面期間，本會除了與山東省消費者協會再次續簽於 2007 年首次簽署、2018 年續簽的合作協議外，更進行魯港消費者權益保護座談會，討論的議題包括消費者組織在後疫情經濟中面臨的挑戰、消費者訴訟基金的運作、本會如何與大灣區的消保組織合作，以及服務行業的消費者保障等。

Convening with State Administration for Market Regulation (SAMR) on Internet Shopping Issues

On 20 December 2023, a delegation led by Mr Pu Chun, Vice Minister of the SAMR visited the Council to deliberate about issues arising from online consumption behaviour as well as possible malpractices observed.



與國家市場監督管理總局探討網上消費問題

2023 年 12 月 20 日，國家市場監督管理總局副局長蒲淳帶領代表團與本會代表會面，就網上消費行為所衍生的問題和潛在不良營商手法進行商討。

Visit to China Consumers Association (CCA) and Beijing Consumer Association

In June 2023, the Council's representatives visited the CCA and Beijing Consumer Association, and had a fruitful exchange of information and experience in consumer protection, covering post-pandemic consumption trends and issues, such as electric vehicles and online shopping; the impact of artificial intelligence (AI); consumer education via public communications; and CCA's work-in-progress new complaint handling management system.

International and Regional Collaboration

United Nations Conference on Trade and Development (UNCTAD) — Survey on Cross-Border B2C E-Commerce

The Council contributed input to the UNCTAD e-Commerce Working Group for a survey on cross-border B2C e-commerce. Topics covered included consumer redress related to B2C e-commerce in Hong Kong, and frameworks for consumer protection regarding cross-border B2C transactions.

14th World Economic Forum — Annual Meeting of the New Champions 2023

The captioned meeting was held in Tianjin, People's Republic of China (PRC), from 27 to 29 June 2023 after a 3-year suspension due to the pandemic. The Council's CE spoke as a panellist for the session themed "Better Living, Zero Waste" in the capacity of CE of the Hong Kong Consumer Council and Vice President of Consumers International on 28 June 2023, sharing the Council's experience in promoting sustainable consumption behaviour and using less plastic as well as how to achieve standardised recycling in a global context.

Organisation for Economic Co-operation and Development (OECD) Committee on Consumer Policy (CCP) — Advisory Group on Sustainable Consumption

The Council participated in the OECD CCP's Advisory Group on Sustainable Consumption ("Advisory Group") to provide comments on its new empirical study on consumers' attitudes and behaviour related to sustainable consumption, as well as on consumers' understanding on green labels/claims and their impact on consumer decisions. The Council also shared information about relevant policies and measures implemented in Hong Kong for the Advisory Group's policy stock-take work on selected consumer policy issues related to sustainable consumption.

到訪中國消費者協會及北京市消費者協會

本會代表於 2023 年 6 月造訪中國消費者協會（中消協）和北京市消費者協會，就消費者保障的資訊和經驗進行具建設性的交流，內容涵蓋電動車和網購等疫後消費趨勢和議題、人工智能的影響、透過公共傳播進行消費者教育，以及中消協正在開發的全新投訴處理管理系統。

國際性及區域合作

聯合國貿易和發展會議 (UNCTAD) — 跨境 B2C 電子商務調查

本會參與了聯合國貿易和發展會議電子商務工作小組的跨境 B2C（企業對消費者）電子商務問卷調查，主題包括與香港 B2C 電子商務相關的消費者賠償，以及跨境 B2C 交易的消費者保障框架。

第 14 屆世界經濟論壇 — 2023 年新領軍者年會

因疫情停辦三年後，是次會議於 2023 年 6 月 27 至 29 日在天津舉行。本會總幹事於 6 月 28 日以香港消委會總幹事及國際消聯副主席的身分，在以「零廢物實現更美好的生活」為主題的專題研討會上發言，分享本會推廣可持續消費行為、減塑的經驗，以及如何在全球實現標準化回收系統。



經濟合作暨發展組織（經合組織）消費者政策委員會 — 可持續消費諮詢小組

本會參與了經合組織的可持續消費諮詢小組，就該小組關於消費者對可持續消費的態度和行為的最新實證研究，以及消費者對綠色標籤 / 聲稱的理解及其對消費決定的影響發表意見。本會亦回應小組進行與可持續消費相關的消保政策盤點工作，分享了在香港推行的相關政策和措施。



Consumers International

The Council is a Board and Council Member of Consumers International (CI), a global federation championing consumer rights which comprises over 200 organisations from almost 100 countries and regions worldwide. Sharing a kindred vision, CI's mission is to work closely with its constituent member organisations and to strengthen networks to protect, inform, give voice to, and secure rights for consumers at regional and international levels.

During the year under review, the CE of the Council was appointed for her third consecutive term as Vice President of CI's Board of Trustees following her first-term appointment in 2015. In this strategic role with a 4-year tenure (2023-2027), the Council's CE is involved in setting CI's strategic priorities, reviewing its budget and financial plans, and identifying new partnerships to strengthen global consumer protection.

Apart from regular CI Council Meetings that continued to be held in virtual format for convenience, the reporting year saw the full resumption of physical events, which was fortunate timing for the quadrennial CI Global Congress, allowing consumer counterparts around the world to connect in person.

Consumers International Global Congress 2023

Held every four years, the CI Global Congress 2023 took place in Nairobi, Kenya from 6 to 8 December 2023 with the theme of "Building a Resilient Future for Consumers". The Consumer Council delegation, led by the Council's CE, included 4 senior staff members of different expertise.

The Council's CE spoke as a panellist for the core session titled "The Impact of Generative AI on Consumers" alongside other speakers including the Commissioner of the US Federal Trade Commission; Director of the Centre for Intellectual Property and Information Technology Law, Strathmore University; and Carnegie-Uehiro Fellow at Carnegie Council for Ethics in International Affairs. The session highlighted the rising potential for more compelling dis- and misinformation, which brings with it new and greater risks of scams, fraud and malicious use in digital spaces, as well as the importance of developing guidelines in the use of AI.

Also speaking at the Closing Congress titled "The State of Consumer Advocacy in 2030", the Council's CE joined other speakers including the Chief Data Officer of Visa, and Director of Industry and Economy Division of the United Nations Environment Programme, among others, to share how consumer advocates are changing the marketplace through consumer-driven campaigns and constructive partnerships with government and business.

At the CI's General Assembly held on the last day of the Global Congress, the Hong Kong Consumer Council was elected as one of CI's 22 Council Members and nominated as a Member of the Board of Trustee for a 4-year term from 2023-2027.



國際消費者聯會

本會是國際消聯的董事會及理事會成員。國際消聯是一個致力推動世界各地消費者權益的聯盟，成員包括全球近 100 個國家和地區、逾 200 個消費者組織。國際消聯與本會消費者保障理念一致，從地區以至國際層面，透過致力推動成員組織的緊密聯繫和合作，為消費者發聲、提供資訊，攜手捍衛消費者的權益。

年內，本會總幹事繼 2015 年第一屆任期後，連續第三度被任命為國際消聯董事會副主席。在為期 4 年（2023 至 2027 年）的任期內，本會總幹事肩負策略性的角色，參與訂定組織發展策略、審查預算和財務計劃等工作，並透過拓展新的合作夥伴，加強全球消費者保障。

除了定期會議繼續以網上形式進行，以便利身處世界各地的成員，國際消聯的其他實體活動已於年內全面恢復，包括四年一度的國際消聯全球會議，讓全球各地的消保組織能親身連繫及交流。

國際消聯全球會議 2023

四年一度的國際消聯全球會議於 2023 年 12 月 6 至 8 日在肯尼亞內羅畢舉行，主題為「為消費者建設一個有韌力的未來」。本會總幹事率領 4 名具備不同範疇專業知識的高級職員組成代表團參加是次高峰會。

本會總幹事在題為「生成式人工智能對消費者的影響」的核心研討環節上發言，同場講者包括美國聯邦貿易委員會專員、斯特拉斯莫爾大學 (Strathmore University) 知識產權和資訊科技法中心總監，以及卡內基國際事務倫理委員會的卡內基 - 上廣 (Carnegie-Uehiro) 研究員。研討環節特別點出真假難分的虛假和錯誤訊息潛力越來越大，為數碼世界中的詐騙、欺詐和惡意用途帶來全新和更大的風險，同時提出制定人工智能使用指引的重要性。

本會總幹事亦於以「2030 年的消費者倡議狀況」為題的閉幕大會上發言，聯同 Visa 數據總監、聯合國環境規劃署工業與經濟司司長等其他講者，分享了消費者權益倡導者如何透過消費者驅動的活動，以及與政府和企業的建設性合作來改變市場。

在國際消聯全球會議最後一天的大會中，本會獲選為國際消聯 22 名理事會成員之一，同時獲薦為董事會成員，4 年任期由 2023 至 2027 年。

World Consumer Rights Day 2024

On World Consumer Rights Day (WCRD) (15 March) each year, CI brings together the consumer movement to raise global awareness on consumer rights, protection and empowerment. In support of WCRD 2024 and its theme “Fair and Responsible AI for Consumers”, the Council published an article about the risks of generative AI in the March 2024 issue (#569) of CHOICE Magazine.

Echoing the same theme, the Council's CE spoke in the session “What Constitutes a Responsible Data Policy for Generative AI?” at CI's Fair and Responsible AI Debate and Dialogue Series on 13 March 2024. The Council also participated in CI's testing experiment of generative AI chatbots, which aimed to assess hallucination by AI chatbots and to advocate the best practices of AI chatbots worldwide.

Furthermore, the Council's CE was invited by Myanmar Consumers Union to deliver a pre-recorded speech for their WCRD 2024 event in the capacity of CI Vice President. The speech focused on the essential approaches for reviving consumer confidence when using AI.



國際消費者權益日 2024

每年國際消費者權益日（3月15日），國際消聯都會召集世界各地消保組織，合力提高全球對消費者權益、保障和賦權的意識。為支持國際消費者權益日 2024 和其主題「對消費者公平和負責任的人工智能」，本會於 2024 年 3 月出版的第 569 期《選擇》月刊中，刊登了一篇有關生成式人工智能的文章。

與此同時，本會總幹事於 2024 年 3 月 13 日參與了國際消聯的「公平和負責任人工智能」辯論和對話系列中，題為「甚麼是負責任的生成式人工智能數據政策？」的討論環節。本會隨後亦參與了生成式人工智能聊天機器人測試實驗，評估人工智能聊天機器人的「幻覺」，並在全球倡議人工智能聊天機器人的最佳實踐方法。

此外，本會總幹事應緬甸消費者聯盟的邀請，以國際消聯副主席的身分為緬甸國際消費者權益日 2024 活動發表錄音講話，重點分享如何提升消費者使用人工智能時的信心。

Global Statement to Stop Online Scams

The Council joined hands with over 25 consumer groups in a joint global statement initiated by the CI on “Stopping Online Scams”, calling on governments across the world to require social media and other technology companies to take effective action in preventing, detecting and disrupting, and responding to scams in order to better protect consumers.

Sustainable Consumption Taskforce

As a member of the CI's Sustainable Consumption Taskforce, the Council provided inputs in a global survey on the availability and accessibility of clean energy technologies, and participated in discussions on various topics including green claims, sustainable living, renewable energy, global efforts to combat plastic pollution, etc.

遏止網絡詐騙國際聲明

本會聯同超過 25 個消保團體，聯合簽署了一份由國際消聯發起的「遏止網絡詐騙」國際聲明，呼籲全球各地政府要求社交平台及其他科技公司採取有效行動預防、偵測、阻止及應對網絡詐騙行為，以保障消費者權益。

可持續消費工作小組

作為國際消聯可持續消費工作小組的成員，本會就其有關潔淨能源的供應和便利性的全球調查提供資料，並參與討論不同議題，包括環保聲稱、可持續生活、可再生能源、全球推動應對塑膠污染等。