

有關「委託持牌地產代理購買境外樓花」的新宣傳片

New API about appointing licensed estate agents when purchasing uncompleted properties situated outside Hong Kong

近年對於購買香港境外樓花的關注持續，特別是因為有些境外樓花是經由未有領牌人士銷售。有鑒於此，監管局繼續致力提醒公眾購買境外樓花的風險，並鼓勵消費者委託持牌地產代理以加強保障。

In recent years, concerns over purchasing uncompleted properties outside Hong Kong (“UPOH”) continues, especially as some UPOH offered for sale in Hong Kong are handled by unlicensed persons. Hence, the EAA remains dedicated to reminding the public of the risks associated with purchasing UPOH, as well as encouraging consumers to appoint licensed estate agents for enhanced protection.



在2024年12月，監管局推出了一段新的相關宣傳短片，在本地免費及收費的電視和電台播放，為期一年。

此外，這段宣傳片還透過不同戶外廣告渠道進行推廣，例如在港鐵車廂電視及其流動應用程式

In December 2024, the EAA launched a related new public interest announcement (“API”) which airs on local free and paid TV and radio channels for a year.

Moreover, the TV API was also promoted through different outdoor advertising channels. For example, it was promoted on the MTR in-train

式宣傳，也在商業及住宅樓宇的升降機大堂電視屏幕上播放。同時，監管局亦在西區海底隧道入口附近的兩個大型廣告牌上作出宣傳。此外，局方亦在Youtube、MyTV Super 流動應用程式及谷歌多媒體聯播網投放廣告，進行了相關宣傳。

TV network and via the MTR mobile app, shown on lift lobby TV screens in commercial and residential buildings. Two billboard advertisements were also placed at the entrance of the Western Harbour Crossing. In addition, the TV API was also promoted on YouTube, MyTV Super, and via Google Display Network in December 2024.



即上<http://outsideHK.eaa.org.hk>，瞭解更多與新宣傳片及境外樓花有關的資訊。

For more information about the new API and UPOH, please visit: <http://outsideHK.eaa.org.hk>

監管局職員獲頒「2024申訴專員嘉許獎」 EAA staff received "The Ombudsman's Awards 2024"

監管局兩位職員獲頒發「2024申訴專員嘉許獎—公職人員獎」，以表揚他們在處理市民大眾的查詢時展現的專業表現和積極態度。

申訴專員嘉許獎頒獎典禮於2024年10月31日舉行，牌照部劉麗媚女士及專業發展部吳燕兒女士分別獲頒發「公職人員獎」。她們以積極的態度服務市民，贏得了肯定和讚賞。

Two EAA staff members received "The Ombudsman's Awards 2024" for "Officers of Public Organisations" in recognition of their professionalism and positive attitude in handling enquiries from the general public.

The Ombudsman's Awards Presentation Ceremony was held on 31 October 2024. Ms May LAU from the Licensing Section and Ms Joanne NG from the Professional Development Section received an individual award respectively. They earned the recognition and commendation by adopting a positive attitude to serve the public.



劉麗媚女士（左）、服務及專業發展總監王頌恩先生（中）及吳燕兒女士（右）出席申訴專員嘉許獎頒獎典禮。

Ms May LAU (left), Director of Services and Professional Development Mr Ivan WONG (middle) and Ms Joanne NG (right) attend the Presentation Ceremony of The Ombudsman's Awards.