

(By Fax : 2511 1458 / 2827 0119 & By Post)

 香港貿易發展局  
Hong Kong Trade Development Council

March 17, 2006

Miss Janet Wong  
Assistant Secretary (B)  
Communications and Technology Branch  
Commerce, Industry and Technology Bureau  
2/F Murray Building  
Garden Road, Hong Kong

*Dear Janet,*

**Response to HKSAR Government's Consultation Paper on  
"Legislative Proposals to Contain the Problem of Unsolicited  
Electronic Messages"**

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The Hong Kong Trade Development Council welcomes the Government's initiative to put forward the legislative proposals as a part of the holistic approach to combat the problem of unsolicited electronic messages (UEMs).

With the mandate to promote Hong Kong's trade and services, the Council maintains that in tackling the problem of unsolicited electronic messages (UEMs), the adoption of legislative measures should be conducive to the future development of Hong Kong's position as the region's international trade platform while at the same time preserve the privacy of UEMs recipients.

In developing a legal frame work, the followings should be considered:

- i) To minimize burden on Hong Kong's SMEs by adopting the opt-out approach while preserving consumers' right of not receiving UEMs;

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- ii) To facilitate a multi-faceted anti-spamming strategy which should also include technical solutions, education, international and local partnership, and promotion of industry best practices;
- iii) To bring Hong Kong on par with our major trading partners who are either having legislation enacted or well in advance in developing legislation.

We hope to see that our comments will contribute to the conclusion of a legal framework that supports Hong Kong's overall efforts in fighting the spamming problem.

Yours sincerely,



Regina Lai  
Head, Business Matching