



THE HONG KONG SOCIETY OF DIAGNOSTIC RADIOLOGISTS
c/o Department of Radiology,
Kwong Wah Hospital, 25 Waterloo Road, Kowloon, Hong Kong

7 February 2013

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Ms. Nancy Chan
Administrative Manger
The Federation of Medical Societies of Hong Kong
4/f, Duke of Windsor Social Service Bldg.
15 Hennessy Rd., Wanchai, Hong Kong

Dear Ms. Chan,

Re: Public Consultation Paper on the Draft of "Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infants & Young Children"

Thank you for your email dated 30 January 2013 regarding the captioned issue.

Our Society believes that breastfeeding is the choice for mother and infants and should be protected. Our Society also notes the overwhelming promotion and advertising of manufacturers and distributors of infant formula in various media channels. We are cognizant of the undesirable effects of aggressive and inappropriate advertising of formula milk on the general public, pregnant women and mothers. The Society had thoroughly reviewed the draft of **Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infants & Young Children ("the HK Code")** and understood the HK Government supports the *International Code of Marketing of Breastmilk Substitutes* which was adopted by the WHO in 1981, and also the *WHA resolutions* which was passed to clarify the International Code and keep it up-to-date with scientific advances and evolving marketing strategies. Owing to the unique situation in Hong Kong, the Society unreservedly concurs that the HK Code should be developed to monitor the promotional practices of manufacturers and distributors on infant-and-young-child feeding and nutrition.

The Society gives full support to the contents of HK Code inclusive of all Articles. We also supports the Government to implement the HK Code regarding advertising, marketing and distribution of breastmilk substitutes and the quality standards of formula milk and related products, and food products for infants and young children aged 36 months or below without delay.

Thank you again for inviting us to express views on the captioned. We appreciate the efforts and endeavours of the Government to promote, protect and support breastfeeding and optimal feeding of infants and young children through the promulgation of a **Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infants & Young Children**.

Yours sincerely,

Dr. YUEN Ming-keung
President
The Hong Kong Society of Diagnostic Radiologists