

# Consultation Form for Trade 業界諮詢意見表格

Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food

Products for Infants & Young Children

《香港嬰幼兒配方奶粉和相關產品及食品的銷售及質素守則》

## Part I: Company Details 第一部份: 公司資料

Name in English 英文姓名:	Clara Wan	Name in Chinese 中文姓名:	尹慧敏
Position 職位:	International Ministry Manager		
Name of Association/ Organisation/ Company 協會/ 機構/ 公司名稱	(English 英文)	World Vision Hong Kong	
	(Chinese 中文)	香港世界宣明會	
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## Part II: Your Views 第二部份: 您的意見

(Please attach extra sheets if necessary 如空格不夠填寫, 請另附紙)

### (1) Scope & Definitions (Articles 2&3) 範圍及定義(守則第二及三條)

<p>Views 意見:</p> <p><u>2.1, point (a): suggest to change “protecting breastfeeding” to “protecting and upholding breastfeeding”, in order to strengthen the effect of this whole work.</u></p> <p><u>Reason:</u></p> <p><u>Definition of “protection”: covering or shielding from exposure, injury, damage, or destruction; maintaining the statues or integrity of especially through financial or legal guarantees</u></p> <p><u>Definition of “upholding”: giving support; supporting against an opponent; keeping elevated; lifting up.</u></p> <p><u>Upholding adds further emphasis to the need to elevate breastfeeding from the current level of understanding by the public and lifting it up to the desirable level.</u></p> <p><u>WHO uses the term “protecting and promoting breastfeeding”, that can also be considered.</u></p>
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### (2) Information and Education(Article 4) 資訊及教育(守則第四條)

<p>Views 意見:</p> <p><u>4.1.1 (a) &amp; (b): suggest to change “mothers of children aged 36 months or below” to “mothers and/or fathers of children aged 36 months or below”.</u></p> <p><u>4.2.1 (b): except for a pack shot → suggest to add “without the face or head of human subject”</u></p> <p><u>4.4.1: mothers of children aged 36 months → suggest to add “mothers and/or fathers of children aged 36 months.</u></p> <p><u>4.4.1 (d): suggest to add: not include any human subjects or cartoon/real animal subjects representing or mimicking the brand name, logo or trade mark.</u></p>
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### (3) Promotion to the Public (Article 5) 向公眾推廣(守則第五條)

Views 意見:

5.3 (a), (b): “mother of children aged 36 months “ → suggest to change to mothers and/or fathers of children aged 36 months.

**(4) Promotion in Health Care Facility (Article 6) 在醫護機構進行推廣(守則第六條)**

Views 意見:

**(5) Information and Promotion to Health Worker (Article 7)向醫護人員提供資訊及推廣 (守則第七條)**

Views 意見:

7.3.2 (d): “with company names or logos but without the use of product names, brand names or trade marks” -> suggest to add after this “....., nor any obvious or vague images of product names, brand names or trade marks.”

**(6) Labelling (Article 8) 標籤 (守則第八條)**

Views 意見:

**(7) Quality Standards (Article 9) 品質標準(守則第九條)**

Views 意見:

**(8) Implementation and Monitoring (Article 10) 推行及監察(守則第十條)**

Views 意見:

**Part III: Specific Questions 第三部份: 指定問題**

(Please attach extra sheets if necessary 如空格不夠填寫，請另附紙)

- (1) 製造商及分銷商應容許有充分時間來預備守則的推行，您認為何時是最佳的推行時間? (可就不同條款提出不同推行日期)

Manufacturers and distributors should be given sufficient time to get prepared for implementing the Code. In your opinion, what will be the optimal time for the implementation? (You may wish to provide different time frame for different articles)

Views 意見: 6 months.

Signature : \_\_\_\_\_

Date: \_\_\_\_\_

Please return us this form on or before 31 December 2012 through any of the following means 請透過以下任何一項途徑於 2012 年 12 月 31 日或之前交回此表格:

Post 郵寄: The Secretariat Office, Taskforce on Hong Kong Code of Marketing of Breastmilk Substitutes,  
Family Health Service, Department of Health, Room 1308, 13/F, Guardian House, 32 Oi Kwan  
Road, Wanchai, HK  
香港灣仔愛群道 32 號愛群商業大廈 1308 室家庭健康服務衛生署香港母乳代用品銷售守則  
專責小組秘書處  
Fax 傳真: (852) 2574 8977  
E-mail 電郵: hkcode@dh.gov hk

Note : In providing us your views, please let us know in case you do not want to be attributed. Unless otherwise specified, all responses will be treated as public information and may be published in the future without further notice. 注意: 如不欲公開姓名, 請於提交意見時清楚表示。除非另加指明, 否則所有意見均視作公共資訊處理, 日後可能會在沒有通知下予以公開。

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