

Government welcomes appointment of new Chief Executive of Consumer Council

The Secretary for Commerce and Economic Development, Mr Algernon Yau, today (June 19) welcomed the appointment of Ms Alaina Shum Jiu-fai as the Chief Executive of the Consumer Council with effect from August 21, 2025.

The Consumer Council has completed the open recruitment and selection process for the post of Chief Executive and has just announced the appointment arrangements.

Mr Yau said, "With her extensive management experience in public organisations, Ms Shum is well placed to lead the Consumer Council. She is currently the Deputy Executive Director of the Vocational Training Council, responsible for the strategic development work on the Mainland and overseas, and the promotion of collaboration among various stakeholders. I hope that the Consumer Council, under Ms Shum's leadership, will continue to join hands with various sectors to further enhance the protection of consumer rights and interests."