

# **Building and Maintaining Credibility with the Public – How to Maintain Public Confidence in a Consumer Driven Environment**

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# Outline

1. Hong Kong situation
2. How to create credibility and maintain confidence
  - professionalism
  - regulation
  - insurance
  - interaction with the public
3. Case study

# Hong Kong situation

Three reserved areas for solicitors

- conveyancing
- litigation
- probate

# Professionalism

Professionalism is the foundation upon which the public maintains confidence in the justice system

# Regulation

- Let the public know that if a member of the profession does not comply with the professional ethical standards, there are ways that they can seek proper redress
- Hong Kong's Solicitors Disciplinary Tribunal – perception of independence

# Insurance

- Let the public know that they will be protected if members of the profession act negligently
- Hong Kong's Professional Indemnity Scheme

# Interaction with the public

- The more the public understands the profession, the more confidence they will have in us
- The work of the Law Society of Hong Kong with respect to interaction with the public

# Case study – recovery agents

- in mid 2000s, there was a proliferation of recovery agents claiming to meet the unsatisfied demand for legal services for those who were not eligible for legal aid
- The Hong Kong Government, in consultation with the Law Society and the Bar Association, stepped up public education on the risks involved with engaging recovery agents



**Thank you**