



**FOR IMMEDIATE RELEASE**

**Construction Industry Council Kicks Off  
“Life First” 2021 Safety Promotional Campaign**

**Hong Kong • 12 May 2021** – Aiming to reduce fatal accidents in construction industry, the Construction Industry Council has launched the safety promotional campaign, "Life First", again in May this year, encouraging the industry to review activities and procedures of various high-risk works, including working at height, operating heavy machinery, lifting and electrical work.

The kick-off ceremony of “Life First” was successfully completed in the construction site of the Design and Construction of Redevelopment of Queen Mary Hospital, Phase 1 on 11 May. Site visit was arranged with demonstration of various smart safety devices, such as Workplace Hazard i-Management System, Smart Lock, Real-time location tracking, and Smart Safety Harness.

At the kick-off ceremony, Ir LAM Sai-hung, Permanent Secretary for Development (Works), urged the industry to continue to strengthen safety measures at sites and strictly adherence to safety rules at sites is the responsibility of everyone in the industry.

Ms. Winnie HO, Director of Architectural Services, stated that "Life first, all must be committed!" is the proper spirit which should be upheld and reach all levels. Also, new technologies should be introduced to enhance site safety.

Mr. CHAN Ka-kui, Chairman of the Construction Industry Council, pointed out that each party should take responsibility on site safety, which contractors should provide adequate safety measures and a safe working environment; subcontractors should supervise frontline staff to recognise and implement various safety guidelines; frontline staff should take care of themselves and others. Everyone must say ‘no’ to unsafe work.

Safety should always goes first. Everyone should be responsible to construction safety. The Construction Industry Council is now inviting different parties to participate in the "Life First" 2021 campaign. Participating organisations must register by site via the "Life First" website. Successful applicants will receive a confirmation email and a "Life First" information kit.

"Life First" website:

<http://www.cic.hk/eng/main/safety-corner/lifefirst/>

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Ir LAM Sai-hung, Permanent Secretary for Development (Works) delivers a speech at the kick-off ceremony



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"Life First" Site Visit Group Photo



Demonstration of various smart safety devices

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### **About the Construction Industry Council**

The Construction Industry Council (CIC) was formed in 2007 under the Construction Industry Council Ordinance (Cap. 587). The CIC consists of a chairman and 24 members representing various sectors of the industry including employers, professionals, academics, contractors, workers, independent persons and Government officials.

The main functions of the CIC are to forge consensus on long-term strategic issues, convey the industry's needs and aspirations to the Government, provide professional training and registration services, and serve as a communication channel between the Government and the construction industry.

Please visit [www.cic.hk](http://www.cic.hk) for further details.