

Digital camera traders convicted of supplying digital cameras with false trade descriptions

A sole proprietor of a digital camera trader was convicted and fined \$10,000 today (May 27) at Kowloon City Magistrates' Courts for supplying and being in possession of digital sports cameras to which a false trade description had been applied for the purpose of trade, in contravention of the Trade Descriptions Ordinance (TDO). The aforementioned proprietor is also the director of another digital camera trader involved in the case. He and another trader were each fined \$10,000 today as well for the same offences.

Hong Kong Customs earlier received information alleging the sale of a model of digital sports camera with a false trade description applied at a digital camera trader in Sham Shui Po. Upon initial investigation, Customs officers found that there was another digital camera trader in Mong Kok selling the same model of camera. Test-purchases on the model of camera with a specific video recording specification claim were then conducted at the two traders.

After further investigation and examination by an expert, it was confirmed that the specification was a false claim and a total of 30 digital cameras of that model with false trade descriptions were seized at the two traders.

Customs reminds traders to comply with the requirements of the TDO and consumers to purchase products at reputable shops.

Under the TDO, any person who supplies goods with a false trade description, or any trader who applies a false trade description to a service supplied to a consumer, commits an offence. The maximum penalty upon conviction is a fine of \$500,000 and imprisonment for five years.

Members of the public may report any suspected violation of the TDO to Customs' 24-hour hotline 2545 6182 or its dedicated crime-reporting email account (crimereport@customs.gov.hk).