

# Hong Kong Customs combats online sale of counterfeit goods (with photos)

Hong Kong Customs conducted an enforcement operation on November 5 to combat the online sale of counterfeit goods, and seized about 15 000 suspected counterfeit items with an estimated market value of about \$2 million. One person was arrested.

Customs earlier received information alleging that suspected counterfeit goods were put on sale through an online shop on a social media platform. Later, Customs officers posed as customers and conducted a test purchase. After an in-depth investigation and with the assistance of trademark owners, Customs officers on November 5 raided an office and storage of the online shop located in Yuen Long. A batch of suspected counterfeit goods, including clothing and skincare products, was seized.

During the operation, Customs arrested a 48-year-old woman suspected to be connected with the case. She has been released on bail pending further investigation. The investigation is ongoing.

Customs will continue to step up inspections and enforcement to vigorously combat the sale of different kinds of counterfeit goods.

Customs reminds consumers to procure goods at reputable shops or websites and to check with the trademark owners or their authorised agents if the authenticity of a product is in doubt. Traders should also be cautious in merchandising since the sale of counterfeit goods is a serious crime and offenders are liable to criminal sanctions.

Under the Trade Descriptions Ordinance, any person who sells or possesses for sale any goods with a forged trademark 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 counterfeiting activities to Customs' 24-hour hotline 182 8080 or its dedicated crime-reporting email account ([crimereport@customs.gov.hk](mailto:crimereport@customs.gov.hk)) or online form ([eform.cefs.gov.hk/form/ced002](http://eform.cefs.gov.hk/form/ced002)).