

# Hong Kong Customs combats sale of counterfeit goods involving live webcasts (with photo)

Hong Kong Customs conducted an enforcement operation yesterday (November 13) and detected a case of selling suspected counterfeit goods through live webcasts on a social media platform. About 2 400 items of suspected counterfeit goods with an estimated market value of about \$620,000 were involved in the case.

Customs earlier received information alleging that suspected counterfeit goods were put on sale through a social media platform. Upon an initial investigation, Customs officers found that a seller had set up a dedicated account on a social media platform to sell suspected counterfeit goods through live webcasts.

Customs officers then posed as customers and conducted test purchases online. After an in-depth investigation and with the assistance of trademark owners, Customs officers made a deal with a female seller in Lok Fu yesterday, during which a suspected counterfeit wallet and a suspected counterfeit scarf were seized. The 42-year-old woman was also arrested immediately.

Customs officers later escorted the arrested woman to an industrial unit in San Po Kong for a search and further seized about 2 400 items of suspected counterfeit goods, including perfume, clothes and accessories.

An investigation is ongoing.

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.

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.

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Members of the public may report any suspected counterfeiting activities to Customs' 24-hour hotline 2545 6182 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)).

