

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

Hong Kong Customs conducted an enforcement operation today (June 23) and detected a case of selling suspected counterfeit goods through live webcasts on social media platform. Preliminary figures show that about 1 000 items of suspected goods, including leather goods, clothes and accessories, with an estimated market value of about \$1 million were involved in the case.

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

Each live webcast session would last for about four to six hours and was mostly conducted during late-night periods in order to evade Customs' detection. The transactions were made in an interactive mode with customers. Upon receiving orders and payments from the customers, the seller would deliver the goods to them via couriers.

After an in-depth investigation, and with the assistance of trademark owners, Customs officers took enforcement action today and raided a residential unit in Sheung Shui where the batch of suspected counterfeit goods were seized. A 30-year-old woman suspected to be connected with the case was also arrested.

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 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 infringing activities to Customs' 24-hour hotline 2545 6182 or its dedicated crime reporting email account (crimereport@customs.gov.hk).



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