

Hong Kong Customs combats selling of counterfeit wheel rims (with photo)

Hong Kong Customs yesterday (February 21) conducted an operation to combat the sale of counterfeit wheel rims. Three shops were raided and a total of 44 suspected counterfeit wheel rims with an estimated market value of about \$34,000 were seized.

Customs earlier received information alleging that suspected counterfeit wheel rims were put on sale through a social network platform. Through the big data analytics system, it was discovered that the shops concerned solicited business via a "cross-platform, multiple accounts" approach on different Internet platforms.

Following an investigation with the assistance of trademark owners, Customs officers yesterday conducted online test purchase operations and took enforcement action at three shops in Tuen Mun, Yau Tong and To Kwa Wan where the above-mentioned suspected counterfeit goods were seized.

During the operation, three male shop owners, aged 32 to 53, were arrested.

Investigation is ongoing.

Selling counterfeit goods is a serious crime and offenders will face criminal liability. Customs reminds traders to be cautious in merchandising. Customs also appeals to consumers to procure items at reputable shops and to check with 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.

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).

