

# Hong Kong Customs conducts enforcement action against trader suspected of supplying electronic cigarettes with false trade description

Hong Kong Customs yesterday (April 12) arrested a company representative of a retailer and a director of an importer suspected of supplying electronic cigarettes with a false trade description, in contravention of the Trade Descriptions Ordinance (TDO).

Acting on information, Customs earlier test-purchased at a retailer a type of electronic cigarette which was suspected of carrying a false trade description. It was claimed that the product contained Coenzyme Q10. Customs officers later sent samples to the Government Laboratory for examination. Test results revealed that Coenzyme Q10 was not detected in the product, which was different from what was declared.

Customs officers then mounted an enforcement operation yesterday and arrested a 38-year-old male company representative of the retailer concerned and a 35-year-old male director of the importer in connection with the case.

An investigation is ongoing and the two arrested men have been released on bail pending further investigation.

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

Under the TDO, any person who applies a false trade description to goods or supplies goods with a false trade description in the course of trade or business 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](mailto:crimereport@customs.gov.hk)).