

Hong Kong Customs launches promotional videos to remind traders to comply with Trade Descriptions Ordinance (with photos / videos)

Hong Kong Customs launched a series of new promotional videos earlier this week to remind traders to comply with the fair trade provisions under the Trade Descriptions Ordinance (TDO). The promotional videos also promote the message of "Be a Fair and Law-abiding Trader" to further safeguard consumer rights.

With the story backgrounds set in the beauty, fitness and renovation industries, the new promotional videos convey the messages of trading integrity and smart shopping in a vivid style by depicting some common unfair trade practices cases.

The Assistant Commissioner (Intelligence and Investigation) of Customs and Excise, Ms Ida Ng, attended a press conference today (July 25) to introduce the promotional plans. Ms Ng said she hopes the newly produced videos can raise traders' awareness of acting as a fair and law-abiding trader in order to create a fair business environment. She also said that the videos remind consumers to shop smartly, stay alert and avoid falling into traps.

The new promotional videos will be broadcast through promotional platforms provided by public transport, commercial buildings, private residential buildings, social media and more during designated periods from July 22 to mid-September. They can also be viewed at Customs' webpage (www.customs.gov.hk/en/consumer_protection/trade_desc/unfair/common/index.html) or Customs' YouTube channel (www.youtube.com/channel/UCU-iB7YhTIjvm870F15F8aA).

Customs reiterates that the TDO prohibits unfair trade practices deployed by traders against consumers, including false trade descriptions of services, misleading omissions, aggressive commercial practices, bait advertising, bait-and-switch and wrongly accepting payment. Since the amendment of the TDO on July 19, 2013, Customs has been effectively combating relevant offences through a number of successful convictions against unfair trade practices in different industries.

Customs will continue its three-pronged approach, namely stringent enforcement, compliance promotion and public education and publicity, to safeguard consumer rights under the TDO.

Members of the public may report any suspected violations of the TDO to Customs' 24-hour hotline 2545 6182 or its dedicated crime-reporting email account (crimereport@customs.gov.hk).

