

[Hong Kong Customs launches Xiaohongshu official account \(with photos\)](#)

â€‹Hong Kong Customs today (May 30) officially launched an account on Xiaohongshu called "Hong Kong Customs" (bit.ly/3V01gEV). Through the Xiaohongshu platform, Hong Kong Customs aims to share its multifaceted work and latest information with Hong Kong and Mainland residents in the form of creative short videos, photos and text illustrations to strengthen its communication and liaison with people in Hong Kong, Mainland China and other regions.

Following the launch of its YouTube channel, Facebook page, Instagram account, Douyin and WeChat official accounts, the Customs' Xiaohongshu official account is the sixth official social media platform launched to further expand the reach of the latest information disseminated by Customs, and share it with people from all walks of life on more online platforms in a faster and more direct way to deepen their understanding of Customs' work, and at the same time enable Mainland travellers planning to visit Hong Kong to obtain more valuable Customs information.

As a prelude to the launch, a promotional video featuring the Commissioner of Customs and Excise, Ms Louise Ho, has been produced and uploaded to Customs' Xiaohongshu official account (bit.ly/3V01gEV).

Members of the public are welcome to view, follow and share the information of Hong Kong Customs' Xiaohongshu official account (bit.ly/3V01gEV) through hyperlinks or QR codes.

