

# Hong Kong Customs special operation combats online sale of counterfeit perfumes and cosmetic products (with photo)

Hong Kong Customs mounted a special enforcement operation on May 7 and detected two cases of selling suspected counterfeit goods on a social media platform. A total of about 1 900 items of suspected counterfeit goods, including perfumes and cosmetic products, with an estimated market value of about \$920,000, were seized and two persons were arrested.

Customs earlier carried out cyber patrols and made use of a big-data analytics system to conduct risk assessments and analyses. It was found that suspected counterfeit perfumes and cosmetic products had been put on sale at online shops opened via social media platforms.

After an investigation and with the assistance of trademark owners, Customs officers took enforcement actions on May 7 and searched an industrial unit in Cheung Sha Wan and a residential unit in Yuen Long, resulting in seizures of the batch of suspected counterfeit goods.

During the operation, a man and a woman, aged 23 and 25, were arrested.

An investigation is ongoing and the likelihood of further arrests is not ruled out. Also, Customs is looking into the source of the suspected counterfeit goods involved in the cases, and samples will be sent to the Government Laboratory for safety testing.

Customs reminds consumers to purchase goods at reputable shops or online shops and to avoid conducting transaction with suspicious traders. They should check with the trademark owners or their authorised agents if the authenticity of a product is in doubt.

Customs has been striving to protect consumer rights and carries out inspections in the market and on the Internet from time to time. Moreover, Customs officers use a big-data analytics system to carry out risk assessments and analyses to verify whether online shops have complied with the Trade Descriptions Ordinance (TDO) with a view to safeguarding the interests of consumers during online purchases.

Under the TDO, 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.

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Members of the public may report any suspected counterfeiting activities to Customs' 24-hour hotline 2545 6182 or its dedicated crime reporting email account ([crimereport@customs.gov.hk](mailto:crimereport@customs.gov.hk)) or online form

([eform.cefs.gov.hk/form/ced002](http://eform.cefs.gov.hk/form/ced002)) .

