

## Hong Kong Customs special operation combats sale of counterfeit liquor (with photo)

Hong Kong Customs yesterday (September 12) mounted a special enforcement operation in various districts to combat the sale of counterfeit liquor. A total of about 230 bottles of liquor, with a total volume of about 190 litres and an estimated market value of about \$340,000, were seized. Seven persons were arrested.

Customs earlier received information alleging that there were retail shops suspected of selling counterfeit liquor. After an in-depth investigation and with the assistance of the trademark owner, Customs officers yesterday took enforcement action and raided seven retail shops in Shau Kei Wan, Tsim Sha Tsui, Cheung Sha Wan, Tsuen Wan and Tuen Mun, one commercial unit in Sheung Wan, as well as two industrial units in Hung Hom and Cheung Sha Wan respectively. The batch of suspected counterfeit liquor was seized.

During the operation, four men and three women, aged between 20 and 58, were arrested. They included four proprietors and three staff members of the retail shops.

An investigation is ongoing and the likelihood of further arrests is not ruled out. Also, samples of the suspected counterfeit liquor involved in the case will be sent to the Government Laboratory for safety testing.

With the Mid-Autumn Festival approaching, Customs will continue to strengthen patrols and to combat the counterfeiting activities of the sale of festive food and goods.

Customs reminds consumers to procure goods at reputable shops and to check with the trademark owners or their authorised agents if the authenticity of a product is in doubt. Traders should also be cautious and prudent in merchandising since selling counterfeit goods is a serious crime and offenders are liable to criminal sanctions.

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 counterfeit 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/)).

