

[Hong Kong Customs special operation combats sale of counterfeit mooncakes and festive goods before Mid-Autumn Festival \(with photo\)](#)

Hong Kong Customs mounted a special enforcement operation between August 28 and September 9 to combat the sale of counterfeit mooncakes and festive goods. A total of 26 boxes of suspected counterfeit mooncakes and over 560 items of suspected counterfeit goods, including lanterns and tableware, with a total estimated market value of about \$28,000, were seized. Five 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 mooncakes had been put on sale at online platforms. On the other hand, during patrols in various districts, Customs found that suspected counterfeit lanterns were being sold at retail shops.

Later, Customs officers posed as customers and conducted test purchases. Followed by an in-depth investigation and with the assistance of trademark owners, enforcement actions were conducted on consecutive days. During the operation, Customs officers identified two online platform accounts suspected of selling counterfeit mooncakes and searched a residential unit in Southern District, resulting in seizures of the batch of suspected counterfeit mooncakes and tableware. Also, Customs officers raided three retail shops in Tuen Mun and Yuen Long where the batch of suspected counterfeit lanterns was seized.

During the operation, two men and three women, aged between 21 and 70, were arrested.

The investigation is ongoing. Customs is looking into the source of the goods involved in the cases, and samples of the seized mooncakes will be sent to the Government Laboratory for safety testing.

With the Mid-Autumn Festival around the corner, Customs will continue to step up inspections and enforcement to combat counterfeiting activities involving the sale of festive food and goods.

Customs appeals to consumers to purchase goods at street shops or online shops with a good reputation and to check with the trademark owners or their authorised agents if the authenticity of a product is in doubt.

Customs also reminds sellers not to sell counterfeit goods and to 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 counterfeiting activities to Customs' 24-hour hotline 2545 6182 or its dedicated crime reporting email account (crimereport@customs.gov.hk) or online form (eform.cefs.gov.hk/form/ced002/).

