

Hong Kong Customs steps up consumer protection work during Labour Day Golden Week period (with photos)

Hong Kong Customs launched an operation codenamed "Bullet" today (April 29) to step up patrols during the Labour Day Golden Week period at popular shopping spots in various districts and to remind traders to comply with the requirements of the Trade Descriptions Ordinance (TDO), with a view to enhancing consumer protection.

Customs officers starting from today will step up patrols at dried seafood shops, pharmacies and jewellery shops in different tourist shopping areas such as Yau Ma Tei, Tsim Sha Tsui, Mong Kok, Hung Hom, To Kwa Wan, Wan Chai and Causeway Bay. Retailers and staff of the tourist industry will be reminded to comply with the requirements of the TDO.

Customs also reminds consumers that they should have a good understanding of a product's specifications before purchase. They should do price comparisons and purchase products from reputable shops. They are also reminded to check carefully the price and unit of measurement before making payment and to retain the receipt after purchase.

Under the TDO, any trader who adopts unfair trade practices, including making false trade descriptions in relation to goods, misleading omissions, aggressive commercial practices as well as "bait and switch", 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 suspected violations of the TDO to Customs' 24-hour hotline 2545 6182 or its dedicated crime-reporting email account (crimereport@customs.gov.hk).



