

Importer convicted of supplying frozen scallop sashimi with false trade description

An importer was convicted and fined \$32,000 today (August 15) at West Kowloon Magistrates' Courts for supplying frozen scallop sashimi to which a false trade description had been applied for the purpose of trade, in contravention of the Trade Descriptions Ordinance (TDO). About 220 kilograms of frozen scallop sashimi involved in the case were also confiscated.

Hong Kong Customs earlier received information alleging that a type of frozen scallop sashimi with a suspected false description on the safety accreditation from Japan was being supplied in the market. Customs officers then test-purchased the frozen scallop sashimi concerned from a branch in Tseung Kwan O of a chain supermarket. After investigation, it was revealed that the packaging box bore a safety accreditation label printed with the wording, "å@%å...ççèè¼259302".

Customs later received confirmation from the concerned accreditation body that the safety accreditation was a false label.

Customs remind traders to comply with the requirements of the TDO. Consumers are also reminded to purchase products at reputable shops and to have a clear knowledge of the product details and claims before purchase. They can check with the trademark owners or their authorised agents if in doubt.

Under the TDO, any person who in the course of any trade or business applies a false trade description to any goods, or supplies or is in possession of any goods for sale with a false trade description 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 violation of the TDO to Customs' 24-hour hotline 2545 6182 or its dedicated crime-reporting email account (crimereport@customs.gov.hk).