

Retailer convicted of applying false trade description

A retailer was convicted and fined \$7,500 today (December 9) at Kowloon City Magistrates' Courts for applying a false trade description to goods, in contravention of the Trade Descriptions Ordinance (TDO).

Customs earlier received information alleging that a retailer in Mong Kok was suspected of making a false claim that it was a member of the "No Fakes Pledge" Scheme for consecutive years and displayed the logo of the Scheme at the shop. After investigation, Customs confirmed that it had never been granted membership of the Scheme.

Under the TDO, any person who in the course of any trade or business applies a false trade description to any goods commits an offence. The maximum penalty upon conviction is a fine of \$500,000 and imprisonment for five years.

Customs reminds traders to comply with the requirements of the TDO and consumers to purchase products from reputable shops.

For more information on the Scheme, please visit www.nofakes.hk or download the "No Fakes Pledge" Shop Search mobile app.

Members of the public may report any suspected violations of the TDO to Customs' 24-hour hotline 2545 6182 or its dedicated crime-reporting email account (crimereport@customs.gov.hk).