

Traders urged not to sell controlled items above gazetted price

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Irene (left) inspects the price of garlic while joined by Kelyn (third left) and Yeo (second left) at Farley Supermarket.

SIBU: Traders here have been urged not to sell the 15 items gazetted under Chinese New Year Maximum Price Scheme 2020, beyond their maximum prices.

In pointing this out, Bukit Assek assemblywoman Irene Chang cautioned that action can be taken under the Price Control and Anti-Profitteering Act 2011.

The festive scheme is enforced from Jan 20 until Feb 2.

"Throughout the enforcement period, Ministry of Domestic Trade and Consumer Affairs (KPDNHEP) enforcement officers here will go around to monitor prices in all these outlets to ensure prices remain stable," she said after launching the festive scheme at Farley Supermarket, Jalan Salim here on Friday.

Also present were KPDNHEP Sibul chief Kelyn Bolhassan, his deputy Ganda Jirap, Farley (Sibu) Sdn Bhd general manager Eijing Lau and supermarket manager Yeo Soon Teck.

Irene noted that the gazetted items at Farley Supermarket are priced below the maximum prices.

On the scheme, she said it was one of initiatives by the ministry to ensure the controlled items remain affordable for everyone during the festive season.

"From past years' inspection, the ministry is aware that these are the essential items for Chinese New Year.

"That is why capping the prices of these goods will ensure they remain affordable for everyone in the society," she said.

She pointed out that capping the prices will also help control price fluctuations.

"This is because if there is a huge fluctuation (in prices) for these goods, it might result in an unstable economy.

"This is the way the ministry is trying to help the people as well as the local economy," she said.

