

## Profiteering traders beware!



KPDNHEP minister Datuk Seri Saifuddin Nasution Ismail says over 2,300 enforcement officers will be deployed to ensure traders comply with the festival's price control scheme for 16 main essential items enforced between Jan 20 and Feb 2. - NSTP file pic

By New Straits Times - January 19, 2020 @ 6:05pm

**KUALA LUMPUR:** The Domestic Trade and Consumer Affairs Ministry (KPDNHEP) has identified premises which have raised the prices of vegetables and promises action will be taken against them.

Its minister Datuk Seri Saifuddin Nasution Ismail said its price control officers were assessing the trend and obtained the details of the errant traders following a recent complaint by the Consumers' Association of Penang (CAP).

"The ministry's enforcement officers have been instructed to issue Notice 21 under the Price Control and Anti-Profiteering Act 2011 to obtain explanation from premises owners on the reasons for the price hike.

"Stringent action will be taken under the Act against businesses found to have raised prices of items without justifiable reasons," he said in a statement.

Saifuddin said over 2,300 ministry's enforcement officers would be deployed to ensure that traders complied with the festival's price control scheme for 16 main essential items enforced between Jan 20 and Feb 2.

"The ministry will not compromise any quarters who profiteer or do not comply with the Chinese New Year's price control scheme. Errant businesses will face seizure as well as stringent action, which include fines and jail term," he said.

The full list of 16 essential items under the price control scheme is available [here](#).