

Keeping tabs on price tag display

METRO NEWS

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The men checking out T-shirts at a souvenir shop during Ops Indah on Penang Hill, George Town. — Photos: LO TERN CHERN/The Star

TO ENSURE tourists get their money's worth when shopping during Visit Malaysia 2020, traders operating in over 300 tourist spots in the country will be regularly monitored to make sure they comply with consumer laws.

This includes the mandatory display of price tags and manufacturer labels on food products, said Domestic Trade and Consumer Affairs Ministry (KPDNHEP) director of enforcement Datuk Iskandar Halim Sulaiman.

He said those violating the rule may face action under the Price Control and Anti-Profiteering Act 2011, which carries a fine up to RM50,000 for individuals and up to RM100,000 for companies, and a jail term.

"The display of price tags not only leaves a positive impression for tourists but also allows them to make better choices when spending.

"This Visit Malaysia 2020, the ministry will conduct 'Ops Indah' checks at 300 tourist spots nationwide to ensure traders comply with rules to display price tags and avoid profiteering activity during peak seasons.



Iskandar (left) taking a closer look at a price tag. With him are Penang Hill Corporation general manager Datuk Cheok Lay Leng (right) and other ministry officers.

“There will also be enforcement against those selling counterfeit goods and price monitoring of souvenir items,” he said after visiting some 30 food and souvenir outlets on Penang Hill recently.

Iskandar said his team found the pricing of items sold there to be reasonable.

“The hill receives about 1.9 million visitors annually. It is a tourism hotspot and it is good that traders are keeping prices within an affordable range,” he said.

The enforcement team, however, issued a warning to a cafe at the base station for selling bottled beverages made in-house without proper food labels that, among other requirements, identify the producer.

Penang KPDNHEP deputy director Chin Ching Chung said no compounds were issued to the outlet but the enforcement team would return to check again to ensure compliance.

Also present was Penang Hill Corporation general manager Datuk Cheok Lay Leng.

Consumers can report traders' misdeeds to the ministry by calling 1800 886 800, sending a WhatsApp message to 019-279 4317, email e-aduan@kpdnhep.gov.my, via its portal or visit its 73 branch offices nationwide.



Iskandar inspecting the colourful food display at a dessert stall and a board indicating the prices for satay (below).

