



"Wilson Li"

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To <fhbenq@fhb.gov.hk>

cc

bcc

Subject Amendments to Import and Export (General) Regulations

Urgent Return receipt Sign Encrypt

To whom this may concern,

Our company has received a consultation document regarding the proposed amendments to Import and Export (General) Regulations.

We would like to take this opportunity to express our views regarding this matter for your consideration.

As you have listed on your consultation document, there are literally hundreds of brands of infant formula being imported in to Hong Kong each year translating in to hundreds of choices and plenty of supply of infant formula to infants of Hong Kong. There is no shortage of good quality and up to standard infant formulas in Hong Kong. There is only a shortage of several certain popular brands of infant formula in Hong Kong. We believe that the government would be making a grave mistake by interfering with free trade through legislation and limiting the export of infant formula from Hong Kong solely based on the shortage of several brands. If there is a shortage of LV bags and Gucci purses will the government also limit its export?

Our company imports small quantities of major brand infant formulas in to Hong Kong mainly for selling direct or to retail outlets which targets tourists from mainland China. These tourists prefer different versions of different brand name infant formulas. Hence by interfering with free trade, the Hong Kong government has already caused us direct financial damage and also damage to the Hong Kong trade and tourism industries where shoppers from mainland choose to come to Hong Kong because they can buy items in Hong Kong that they cannot buy back home at reasonable prices. We have tried to target local parents with our imported infant formula with no success. We can easily import millions of tons of the most popular brand name infant formulas in to Hong Kong for sale at lower than current market prices if there is such a demand, but it doesn't. The majority of parents are simply leaning toward several specific brands and versions hence creating a shortage for those specific models of products. If the Government were to intervene simply based on the shortage of several models of products, and apply a broad spectrum legislation, this will do more damage than good for every sector of the industry.

Best regards,
Wilson Li

AVANT-GARDE CORPORATION LIMITED
