

Let's Go Shopping International Co., Ltd.

1750th Commissioners' Meeting (2025)

Case: Let's Go International violated the Fair Trade Act by posting false advertisements to market handrail products on Shopee platform

Keyword(s): False advertisement, handrail

Reference: Fair Trade Commission decision of May 7, 2025 (the 1750th Commissioners' Meeting); Disposition Kung Ch'u Tzu No.114033

Industry: Retail Sale via Mail Order Houses or via Internet (4871)

Relevant Law: Article 21 of the Fair Trade Act

Summary:

1. The FTC received complaints accusing Let's Go Shopping International Co., Ltd. (hereinafter referred to as "Let's Go International") of claiming the handrail products (Model No: 2S040 & ANS-2C050) sold on Shopee platform had "regulatory accreditation" and misleading consumers with the phrase "passed SGS accreditation." It was suspected to constitute false advertisement.
2. Findings of the FTC after investigation:
 - (1) Let's Go International stated that the advertisement claiming "passed SGS certification" referred to the fact that the products in question had been tested by SGS. Meanwhile, the advertisement's claim of "passed regulatory accreditation" because the products were sent to SGS and tested according to the testing methods specified in a report from the Architecture and Building Research Institute of the Ministry of the Interior.
 - (2) The Ministry of the Interior clarified that, the research report entitled "Research on Handrail Support Safety and Stability Testing Methods and Standards" was merely a research report and did not constitute any regulation at all.
 - (3) In the meantime, Taiwan Inspection Technology Co., Ltd. (hereinafter referred to as "SGS") stated that the submitted report was conducted according to Let's Go International's request. SGS also explained that accreditation services were not within their scope of services, and the report case submitted by Let's Go International's had not applied for any product certification.

3. Grounds for disposition:

- (1) The products in question started being sold on the Shopee platform in August 2021. The advertisement claiming "regulatory certification" and "passed SGS accreditation" gave the consumers the impression that the products had passed government regulatory certification and SGS accreditation. This could cause them to perceive the products as having better quality than other handrail products that had not been certified.
- (2) Meanwhile, Let's Go International stated that the company made the claim of passing regulatory accreditation because the products were tested according to the testing methods and standards outlined in the report of "Research on Handrail Support Safety and Stability Testing Methods and Standards" from the Architecture and Building Research Institute of the Ministry of the Interior. All the products tested by SGS followed these methods and standards. However, according to the professional opinion from the Ministry of the Interior, the research report was only a research report rather than a regulation. Therefore, the Let's Go International's claim that the products passed regulatory accreditation, based on the reason that the tests were conducted according to the methods and standards outlined in the report, was groundless. Furthermore, according to SGS's professional opinion, the SGS report presented by Let's Go International was only a testing report, and accreditation was not part of the SGS's service. In other words, the claims of "regulatory accreditation" and "passed SGS accreditation" were inconsistent with the fact and could cause the consumers to have wrong perceptions and make wrong decisions. It was a false and misleading representation in violation of Article 21(1) of the Fair Trade Act.
- (3) In conclusion, the aforesaid claim was a false and misleading representation with regard to the quality of the products in question and also could affect transaction decisions in violation of Article 21(1) of the Fair Trade Act. In addition to imposing a fine of NT\$50,000 on Let's Go International and ordering the company to cease its unlawful act, the FTC also notified Shopee platform to be aware of its responsibilities in managing advertisements provided on its platform.

Appendix:

Letsgo Shopping International Co., Ltd.'s Uniform Invoice Number:
53187573

Summarized by: Chen,Hsien-Cheng; Supervised by: Chen, Jen-Ying