

Nike punished

Recently, the Beijing Industry and Commerce Bureau investigated Nike's case against the interests of consumers. With a Nike brand basketball shoes sold in the US and China, but not homogeneous, different price. In the United States sells for \$ 125 (about 800 yuan), there are two ZOOM cushion, while in China the name of "heel and forefoot ZOOM AIR for the feet gives a soft, responsive cushioning protection" advertising of This shoe is only a cushion, priced as high as 1,299 yuan.

Beijing Industry and Commerce Bureau believes that Nike engage in "double standards" on the product, discrimination Chinese and foreign consumers, violated Chinese consumers, then Nike fined 4.87 million yuan.

Yesterday, Nike fined message become a hot topic netizens. Reporter rough statistics, in Tencent, users protest note to 19:00 yesterday already up 18.

There are a lot of friends said the same brand in different foreign domestic price is commonplace. Ms. financial enterprises in Hong Kong, one of Liu told reporters that she was in Beijing Road, a well-known shopping mall on the ninth floor of Adidas, Nike discount, it was found to be playing on the break of goods more than 400 yuan. And she was in the United States found that the same brand of the same style of a pair of shoes, which later converted into yuan than the much cheaper.

?? why brand-name shoes in the sales will double standard tariff reason it reporter access to information found the following data, in 2009, Nike had announced the list of overseas manufacturers: China, 124, 73 in Thailand, South Korea 35 Vietnam 34, in addition, there are other parts of Asia and South America, Australia, Canada, Italy, Mexico, Turkey and other places of the plant. If this data is accurate, Nike manufacturers in Asia, China alone accounts for nearly half of the country. But until the time of this writing, the news has not been confirmed relevant aspects.

uncommon

involve double standards of the Nike brand is not only been one example. According to media reports, since 2009, Johnson & Johnson products were recalled in 25 countries, but these are basically the recall does not involve China, its improved product sales only in some developed countries Britain and Japan. The face of challenge, Johnson & Johnson said that their products fully comply with China's national standards, it will not recall related products. Some foreign car manufacturers product is found when security issues recall, it is often not included our country, exactly the same for the same reason: product complies with Chinese specifications. foreign brands have recently frequent quality problems in China market: brand baby shampoo contains carcinogenic substances traced, well-known foreign brands was traced to fast food selling expired food, the kitchen hygiene is not up to brand-name does not close the refrigerator door, the famous car after taillights flawed, inadequate nutrient content related brand milk powder, designer paint scrub resistance of non-compliance .....

Who spoiled these big

too lax supervision GB

Why do some international brands "double standards" in the Chinese market? Need to reflect on our country's regulatory system and national standards. Some domestic industry standard is too low or too coarse, lack of refinement of the judgment, which makes the implementation of double standards multinationals have loopholes. After some of the foreign brands to enter China, gradually embarked on the localization of routes, and even manage its domestic and foreign subsidiaries with two standards in the production, there are many loopholes in the sales cycle. So that even if some quality problems in other parts of the recall, nor will our country be included on the grounds that a: products meet Chinese specifications.

fine not too big pain

low-cost illegal Chinese laws and regulations in force set, the objective again and again indulged foreign brands. In the EU, the company violated antitrust regulations will be punished by up to 10% of annual revenue violation fines. April 2011, Unilever and Procter & Gamble laundry detergent because of manipulation of prices imposed by the EU fine of nearly 320 million euros September 2009, Pfizer was fined for illegally selling drugs \$ 2.3 billion the United States Department of Justice.

In contrast, some of the "big ocean" in China, even if a quality problem or fraud, tickets are often only a few dozen, a few million dollars, do not feel "pain." Domestic punishment called the largest single Wal-Mart stores selling fake "green pork" case, but also fined 2.69 million yuan.

Worship psychological push prices

reporter learned that the same brand-name products, China often sell expensive than abroad: 3G mobile phones, our price is five times the United States some brand-name cars, our price is the United States several times .....

Some netizens suggested that the reason of brand-name merchandise sold in our high prices, the reason is aimed at foreign psychology of consumers Worship, luxury monopoly pricing, and the government's monopoly on the exploitation of Chinese consumers and pricing not timely regulatory sanctions, resulting in pricing of products sold in China has been completely dominated by international brands, free pricing, no objection.

price difference is difficult to be investigated

mass difference may be complaints

Guangdong, China's Jie Zhang Heng Law Firm of the cases analyzed that such acts Nike involving fraud, the relevant departments can be based on the Consumer Protection Law, the Product Quality Law, and advertising law for false propaganda other aspects of the companies accountable.

She also noted that due to the different domestic and international market positioning and consumer environment, spread brand products appear more "difficult to trace," but if the product is using the same propaganda in domestic and international markets, but the quality varies, consumers may lodge a complaint or take legal action to the authorities. (Chinese shoes Network - the most authoritative and most professional Footwear News)

Nike Air Max Jacquard series coming soon 2014-05-06 22:45:32

After

March 26 "Air Max Day", Nike released a series of riding this wave of new Air Max series. This time the brand once again brought us a whole new set of Air Max Jacquard series, the series includes the Air Max 1, Air Max 90 and Air Max 95 three popular models, designers use jacquard fabric inspired design, and supplemented by a variety of light-colored embellishment, for this spring adds a touch of new life. It is reported that the series will soon be available in major NSW shelves and counters designated shops.

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