



KEMENTERIAN PERDAGANGAN DALAM NEGERI
DAN KOS SARA HIDUP



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Tarikh: 29 April 2026



KEMENTERIAN PERDAGANGAN DALAM NEGERI
DAN KOS SARA HIDUP

KERATAN AKHBAR

KPDN



UNIT KOMUNIKASI KORPORAT

Isu kepenggunaan,
perdagangan
domestik makin
kompleks

Oleh **TUAN BUQHAIKHAH**
TUAN MUHAMAD ADNAN

Bahagian Penguat Kuasa KPNDN dicadang jadi jabatan

CYBERJAYA - Timbalan Perdana Menteri, Datuk Seri Dr. Ahmad Zahid Hamidi mencadangkan Bahagian Penguat Kuasa Kementerian Perdagangan Dalam Negeri dan Kos Sara Hidup (KPNDN) dinaik taraf kepada sebuah jabatan, selaras dengan peranan serta tanggungjawab yang semakin meluas.

Beliau berkata, cadangan itu wajar dipertimbangkan memandangkan isu kepenggunaan dan perdagangan domestik kini melibatkan pelbagai kementerian serta semakin kompleks, khususnya dalam era digital.

"Kalau ditanya saya... Bahagian penguat kuasa ini sudah sampai masa untuk naik ke satu level menjadi Jabatan Penguat Kuasa," katanya.

Beliau berkata demikian ketika berucap pada Majlis Sambutan Hari Penguat Kuasa KPNDN ke-54 dan Pelancaran Dasar Pengguna Negara 2.0 di Cyber Event Hall pada Selasa.

Turut hadir, Menteri KPNDN Datuk Armizan Mohd Ali dan Timbalannya, Datuk Dr. Fuziah Salleh dan Ketua Pengarah Penguat Kuasa, Datuk Azman Adam.

Menurutnya, jika Armizan membawa cadangan tersebut ke Kabinet, beliau sedia memberi sokongan agar ia dapat direalisasikan.

"Datuk Armizan bawa ke mesyuarat Jemaah Menteri, saya akan bagi dukungan kepada cadangan ini dan kepada KSU (Ketua Setiausaha) KPNDN, segera bincang dengan KPPA (Ketua



Ahmad Zahid (tengah) menyempurnakan Sambutan Hari Penguat Kuasa KPNDN Ke-54 dan Pelancaran Dasar Pengguna Negara 2.0 di Cyber Event Hall pada Selasa.

Pengarah Perkhidmatan Awam, Tan Sri Wan Ahmad Dahlan Abdul Aziz), saya akan sentiasa berada di belakang anda," jelas beliau.

Dalam masa sama, Ahmad Zahid mengiktiraf peranan anggota penguat kuasa sebagai benteng utama dalam melindungi kepentingan rakyat, terutama dalam menangani penyelewengan subsidi dan jenayah perdagangan.

Menurutnya, tanpa penguatkuasaan yang berkesan, pelbagai ketirisan boleh berlaku termasuk penyeludupan dan manipulasi barangan keperluan.

"Tanpa anda subsidi menjadi barang dagangan. Tanpa anda minyak pekuk disorok dan dimanipulasi. Tanpa anda tepung dan gula diseleweng demi ke-

untungan. Tanpa anda petrol dan diesel diseludup tanpa kawalan. Dan tanpa anda yang rugi bukan kerajaan semata-mata, tetapi rakyat keseluruhannya," katanya.

Beliau turut menekankan cabaran penguatkuasaan kini tidak lagi terhad kepada operasi di lapangan fizikal, sebaliknya turut merangkumi ruang digital lebih kompleks dan sukar dikesan.

Sehubungan itu, Ahmad Zahid berkata, pendekatan penguatkuasaan perlu berubah dengan memanfaatkan teknologi, data serta risikan bagi memastikan tindakan lebih pantas dan tepat dapat dilaksanakan.

"Dalam dunia hari ini, penguatkuasaan tidak boleh lagi bersifat konvensional semata-mata.

la mesti memanfaatkan teknologi, data dan risikan bagi memastikan tindakan yang lebih pantas dan tepat," katanya.

Pada masa sama, beliau menzahirkan penghargaan kepada seluruh warga penguat kuasa KPNDN atas komitmen serta pengorbanan yang dicurahkan dalam melaksanakan tugas, meskipun berdepan pelbagai risiko dan cabaran keselamatan.

Tegas beliau, peranan penguat kuasa bukan sahaja penting dari sudut pelaksanaan undang-undang malah turut menjadi asas kepada pembentukan kepercayaan rakyat terhadap sistem kepenggunaan negara.

Sementara itu, Armizan memaklumkan cadangan tersebut

akan diangkat ke Kabinet dalam masa terdekat kerana terdapat keperluan mendesak seperti peningkatan kes e-dagang.

"Sebenarnya telah ada perbincangan di peringkat Jemaah Menteri, yang antara lain telah memperakui supaya kapasiti, upaya dan pemerkasaan bahagian penguat kuasa di KPNDN itu perlu dilaksanakan," katanya ketika kepada pemberita.

Menurut beliau, Kementerian meletakkan unjuran cadangan tersebut dibentangkan di Parlimen pada sidang akan datang.

"Insya-ALLAH sebaik sahaja diluluskan, pasti ia memerlukan satu komponen penguatkuasaan yang kukuh dan mantap, itu antara peranan yang perlu dilaksanakan oleh bahagian penguat kuasa KPNDN," jelas Armizan.

Selain daripada kerencanan cabaran yang dihadapi berbanding dengan tanggungjawab tradisional penguat kuasa dulu dengan sekarang jelas beliau, terdapat juga cadangan fungsi penguatkuasaan di beberapa kementerian boleh dilaksanakan KPNDN.

"Ini kerana kerajaan melihat tidak perlu untuk diwujudkan unit penguat kuasa di semua kementerian. Mengambil kira tanggungjawab KPNDN ini terkait dengan perdagangan domestik, maka adalah lebih baik supaya kefungsi penguat kuasa yang wujud kecil di kementerian-kementerian itu boleh dilaksanakan oleh bahagian penguat kuasa KPNDN," katanya.

TPM cadang akta pasaran digital

CYBERJAYA – Timbalan Perdana Menteri, Datuk Seri Dr. Ahmad Zahid Hamidi mencadangkan supaya undang-undang berkaitan pasaran digital termasuk mewujudkan akta khusus bagi menangani cabaran sektor berkenaan yang semakin kompleks.

Beliau berkata, langkah itu penting bagi memastikan integriti dan akauntabiliti ekosistem digital terus terpelihara.

Katanya, ia berikutan platform dalam talian kini bukan sekadar medium jual beli, malah mempengaruhi corak perbelanjaan dan pilihan pengguna.

Beliau berkata, transaksi fizikal, urus niaga dalam talian juga

mesti diurus dan dikawal dengan standard yang sama.

Dalam masa yang sama, katanya, maklumat produk perlu jelas, harga perlu telus dan proses pemulangan wang mesti mudah serta adil.

"Kita tidak boleh membenarkan pasaran digital bergerak lebih pantas daripada peraturan yang mengawalinya.

"Maka, saya ingin mencadangkan supaya kita memperkukuh undang-undang sedia ada dan mempertimbangkan satu kerangka yang lebih menyeluruh, termasuk ke arah akta khusus bagi pasaran digital," katanya.

Beliau berkata demikian keti-

ka berucap pada Sambutan Hari Penguat Kuasa KPDN Ke-54 dan Pelancaran Dasar Pengguna Negara 2.0 di sini semalam.

Ahmad Zahid menegaskan, keperluan memperkukuhkan undang-undang sedia ada dan mempertimbangkan pembentukan akta khusus bagi pasaran digital sebagai langkah ke hadapan.

Jelasnya, usaha berkenaan mampu membina ekosistem kepenggunaan yang lebih diyakini rakyat dengan penekanan bahawa keberkesanan dasar bukan diukur pada perancangan semata-mata, tetapi pada impak sebenar yang dirasakan pengguna.



AHMAD ZAHID (tengah) ketika Majlis Sambutan Hari Penguat Kuasa KPDN dan Pelancaran Dasar Pengguna Negara 2.0 di Cyberjaya semalam.

DOMESTIC TRADE AND COST OF LIVING MINISTRY

'ENFORCEMENT DIVISION SHOULD BE MADE A DEPT'

Its role has expanded due to the growing complexity of its duties, says Zahid

FUAD NIZAM
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DEPUTY Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi has proposed that the Domestic Trade and Cost of Living Ministry's enforcement division be upgraded to a full department.

He said the division's responsibilities had grown significantly, with consumer and domestic trade issues now intersecting across multiple ministries.

"The increasing complexity of enforcement duties must be matched with stronger institu-

tional capacity, including manpower and structural support.

"As the tasks become more challenging and responsibilities grow heavier, the strength of the team must grow in tandem.

"If you ask me, the Enforcement Division has reached a point where it should be elevated to a department. Its role is no longer small," he said at the ministry's Enforcement Day celebration and the launch of the National Consumer Policy 2.0 here yesterday.

Zahid said the success of Op Tiris since 2023, which recorded seizures exceeding RM260 million, reflected the team's deter-

mination to combat subsidy leakage.

"More than one million inspections were carried out within a year, an achievement which, in my view, is neither small nor easy to accomplish."

As such, Zahid expressed hope that the Public Service Department (PSD) would study the proposal to upgrade the division carefully.

"(Domestic Trade and Cost of Living Minister) Datuk Armizan Mohd Ali, bring this to the cabinet meeting. I will support this proposal.

"To the ministry's secretary-general, immediately discuss it

with the PSD director-general. I will always be behind you."

On other matters, Zahid proposed for a dedicated law to regulate the digital marketplace to keep pace with the rapid growth of online trade.

He said existing laws might no longer be sufficient to address the complexities of the digital economy, which continued to evolve faster than regulatory frameworks.

"We cannot allow the digital market to move faster than the rules that govern it.

"I propose that we strengthen existing laws and consider a more comprehensive framework, in-

cluding moving towards a dedicated act for the digital market."

Zahid said physical transactions and online dealings must be governed and regulated to the same standards.

"Product information must be clear, prices must be transparent, and refund processes must be simple and fair."

He also urged for greater integrity and accountability across the digital market.

"Today, digital platforms are no longer merely places for buying and selling.

"They influence what we purchase, how we choose, and sometimes how much we spend."



Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi at the Domestic Trade and Cost of Living Ministry's Enforcement Day celebration and launch of the National Consumer Policy 2.0 in Cyberjaya yesterday. BERNAMA PIC

DPM backs **dept status** for enforcement division

Domestic trade ministry's move timely as personnel face heavier challenges to protect consumers, ensure market integrity: Zahid

BY FAIZ RUZMAN
newsdesk@thesundaily.com

CYBERJAYA: Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi has voiced support for upgrading the Domestic Trade and Cost of Living Ministry's enforcement division into a full-fledged department, citing heavier responsibilities in combating subsidy leakages, price manipulation and digital trade offences.

He said the division's role has expanded well beyond monitoring the supply of essential goods, with officers now confronting increasingly complex commercial crimes across both physical and online markets.

"Personally, if I am asked about the ministry's enforcement division, I would say it is time for the division to be upgraded into an Enforcement Department. Bring it to the Cabinet. I will provide support, given the high level of challenges within its scope," Zahid said at the launch of the National Consumer Policy 2.0 Enforcement Day celebration yesterday.

He described the enforcement team as part of Malaysia's frontline defence in protecting consumers and ensuring market integrity.

"This is truly one of the country's lines of defence. The duties are becoming heavier and the responsibilities are becoming greater. The rank should also be raised," he added.

Zahid praised the ministry's enforcement record, noting that Op Tiris since 2023 had seized goods worth more than RM260 million in efforts to curb subsidy leakages.

He said over one million inspections were carried out within a year, calling it a significant achievement.



Zahid at the 54th Enforcement Day celebration and launch of the National Consumer Policy 2.0 yesterday. – ADIB RAWI YAHYA/THESUN

He also urged stronger regulation of the digital marketplace, stressing that online platforms should be held to the same standards as physical trade, including clear product information, transparent pricing and fair refund processes.

"I would like to suggest that we strengthen existing laws and consider a more comprehensive framework, including moving towards a specific act for the digital market," he said, warning that consumers are increasingly exposed to online fraud, algorithm-driven marketing, data misuse and unclear transactions.

Earlier, Domestic Trade and Cost of Living Minister Datuk Armizan Mohd Ali said National Consumer Policy 2.0 aims to

produce informed, sustainable, and resilient consumers while fostering a more conducive ecosystem.

He added that 30 advocacy video clips had been prepared to explain the policy, stressing that consumer activism should also encourage smarter behaviour.

Armizan said enforcement officers are being positioned as "enforcer educators," combining strength with knowledge.

"They must have the muscle of an enforcer and the mind of an educator," he said.

Also present at the launch were the ministry's Deputy Minister Datuk Dr Fuziah Salleh, its secretary-general Datuk Seri Mohd Sayuthi Bakar and Enforcement director-general Datuk Azman Adam.

Enforcement division upgrade proposed to reflect bigger role

By **FAZLEENA AZIZ**
fazleena@thestar.com.my

CYBERJAYA: The enforcement division of the Domestic Trade and Cost of Living Ministry (KPDN) should be upgraded as a department in line with its growing role and responsibilities, said Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi.

He said enforcement capabilities need to be strengthened, given that the current challenges not only involve field operations but also the more complex, harder-to-detect digital space.

"If you ask me, it is time for this enforcement division to move up a level to become a department because its role is no longer small.

"So when the task becomes more challenging... the responsi-

bility becomes greater, as such the strength of the team must also be on par. I hope the Public Services Department (PSD) can look into this matter as well."

He said this at the 54th KPDN Enforcement Day Celebration and the launch of the National Consumer Policy 2.0 here yesterday.

Also present were Domestic Trade and Cost of Living Minister Datuk Armizan Mohd Ali, deputy minister Datuk Dr Fuziah Salleh, ministry secretary-general Datuk Seri Mohd Sayuthi Bakar and director-general (enforcement) Datuk Azman Adam.

Ahmad Zahid added that he will support the proposal and asked Armizan to bring the matter to the Cabinet meeting while also urging the ministry's secretary-general to discuss it with the

PSD immediately.

Separately, Ahmad Zahid proposed a more comprehensive framework to cater to the fast-growing digital market, adding that a dedicated law to regulate the digital marketplace will help keep pace with the rapid growth of online trade.

"We cannot allow the digital market to move faster than the rules that govern it.

"I would like to propose we strengthen existing laws and consider a more comprehensive framework, including a specific Act for the digital market," he said.

The effort to strengthen the legislation is seen as a step forward in building a consumer ecosystem that is more trusted by the public and in increasing trust in the

digital market, he added.

He also stressed that the success of a policy is not measured solely by planning, but rather by the actual impact on consumers, including the need to expand consumer and digital literacy so that society is better prepared to face the risks of the online environment.

Meanwhile, Armizan said the ministry is studying a proposal to upgrade its enforcement division to a department to strengthen enforcement capabilities and optimise enforcement functions across ministries.

He said the proposal for empowerment had been discussed at the Cabinet level, which, among others, recognised the need to increase the capacity and capability of KPDN's enforcement

in line with current challenges.

"The government sees no need to create enforcement units in all ministries; certain enforcement functions could be coordinated and implemented by the KPDN's enforcement division," he said.

Armizan added that this approach could, among other things, increase operational efficiency and optimise the use of human resources in the public sector.

He also said that they are conducting a study with the PSD to examine the proposal.

"This improvement is important because it will be among the core of the enforcement team, in line with the government's plan to enact new laws or amend the existing Electronic Commerce Act."



DPM backs dept status for enforcement division

► Domestic trade ministry's move timely as personnel face heavier challenges to protect consumers, ensure market integrity: Zahid

BY FAIZ RUZMAN
newsdesk@thesundaily.com

CYBERJAYA: Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi has voiced support for upgrading the Domestic Trade and Cost of Living Ministry's enforcement division into a full-fledged department, citing heavier responsibilities in combating subsidy leakages, price manipulation and digital trade offences.

He said the division's role has expanded well beyond monitoring the supply of essential goods, with officers now confronting increasingly complex commercial crimes across both physical and online markets.

"Personally, if I am asked about the ministry's enforcement division, I would say it is time for the division to be upgraded into an Enforcement Department. Bring it to the Cabinet. I will provide support, given the high level of challenges within its scope," Zahid said at the launch of the National Consumer Policy 2.0 Enforcement Day celebration yesterday.

He described the enforcement team as part of Malaysia's frontline defence in protecting consumers and ensuring market integrity.

"This is truly one of the country's lines of defence. The duties are becoming heavier and the responsibilities are becoming greater. The rank should also be raised," he added.

Zahid praised the ministry's enforcement record, noting that Op Tiris since 2023 had seized goods worth more than RM260 million in efforts to curb subsidy leakages.

He said over one million inspections were carried out within a year, calling it a significant achievement.



Zahid at the 54th Enforcement Day celebration and launch of the National Consumer Policy 2.0 yesterday. — ADIB RAWI YAHYA/THESUN

He also urged stronger regulation of the digital marketplace, stressing that online platforms should be held to the same standards as physical trade, including clear product information, transparent pricing and fair refund processes.

"I would like to suggest that we strengthen existing laws and consider a more comprehensive framework, including moving towards a specific act for the digital market," he said, warning that consumers are increasingly exposed to online fraud, algorithm-driven marketing, data misuse and unclear transactions.

Earlier, Domestic Trade and Cost of Living Minister Datuk Armizan Mohd Ali said National Consumer Policy 2.0 aims to

produce informed, sustainable, and resilient consumers while fostering a more conducive ecosystem.

He added that 30 advocacy video clips had been prepared to explain the policy, stressing that consumer activism should also encourage smarter behaviour.

Armizan said enforcement officers are being positioned as "enforcer educators," combining strength with knowledge.

"They must have the muscle of an enforcer and the mind of an educator," he said.

Also present at the launch were the ministry's Deputy Minister Datuk Dr Fuziah Salleh, its secretary-general Datuk Seri Mohd Sayuthi Bakar and Enforcement director-general Datuk Azman Adam.

KPDN to review proposal to upgrade enforcement division to department

CYBERJAYA: The Ministry of Domestic Trade and Cost of Living (KPDN) is currently reviewing a proposal to upgrade the ministry's Enforcement Division to a department in order to strengthen enforcement capabilities and optimise enforcement functions across ministries.

Its minister, Datuk Armizan Mohd Ali, said that the proposal for empowerment had been discussed at the Cabinet level, which among other things recognised the need to enhance the capacity and capability of KPDN enforcement in line with current challenges.

He said the government sees no need to establish enforcement units in all ministries; instead, certain enforcement functions can be coordinated and implemented by the KPDN Enforcement Division, which has expertise in the field of domestic trade.

"The government sees no need to establish enforcement units in all ministries. Taking into account the responsibilities of KPDN related to domestic trade, it would be better for the small enforcement functions in other ministries to be coordinated and implemented by the KPDN Enforcement Division," he said.

Armizan said that the approach could, among other things,

improve operational efficiency and optimise the use of human resources in the public sector.

He said this to reporters after attending the 54th KPDN Enforcement Day Celebration and the launch of the National Consumer Policy 2.0 by Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi on Tuesday.

Meanwhile, Armizan said the proposal to upgrade the KPDN Enforcement Division to a department is currently being studied with central agencies, including the Public Service Department (JPA), taking into account the government's current policy on human resource optimisation.

He said that the empowerment of the enforcement division needs to be implemented immediately considering the increasing cases related to digital trade that are becoming more significant.

"The increase in cases in e-commerce has become one of the important components that will be the core of the KPDN enforcement team," he said.

In this regard, Armizan said the ministry plans to introduce a new bill or amend the existing Electronic Commerce Act to strengthen the legal framework related to digital transactions.

According to him, the amendment is expected to

be presented at the next parliamentary session, and its implementation requires a stronger enforcement structure to ensure the law can be effectively enforced.

Armizan said that changes in the trade landscape, including the increase in cases related to online transactions, price manipulation, and subsidy misappropriation, demand a restructuring and enhancement of the ministry's enforcement capabilities.

He said that since the establishment of the enforcement team in 1972, which started with only 12 members and two acts under supervision, the team's responsibilities have now expanded to encompass various new issues in the modern trade chain.

"If previously the focus was on the issue of hoarding controlled goods, today the scope is much broader, encompassing online transaction manipulation, price manipulation, subsidy leakage and various violations of trade laws," he said.

Armizan said the ministry also emphasises a new approach that not only focuses on enforcement alone but also positions officers as "enforcer educators," meaning enforcers who also play a role as educators to the community.

— Bernama

Ahmad Zahid mahu bahagian penguat kuasa KPDN dinaik taraf jadi jabatan

CYBERJAYA: Timbalan Perdana Menteri Datuk Seri Dr Ahmad Zahid Hamidi menyuarakan sokongan agar Bahagian Penguat Kuasa Kementerian Perdagangan Dalam Negeri dan Kos Sara Hidup (KPDN) dinaik taraf kepada jabatan bagi memperkukuh keupayaan institusi itu dalam menangani isu kepenggunaan dan penguatkuasaan yang semakin kompleks.

Beliau berkata peranan pasukan penguat kuasa kini tidak lagi terhad kepada penguatkuasaan konvensional, sebaliknya merangkumi isu perdagangan domestik, ketirisan subsidi dan penyeludupan rentas sempadan yang melibatkan pelbagai kementerian dan agensi.

“Telah sampai (masanya) Bahagian Penguat Kuasa ini dinaik taraf kepada Jabatan Penguat Kuasa. Datuk Armizan (Menteri Perdagangan Dalam Negeri dan Kos Sara Hidup) bawa cadangan ini ke Kabinet (dan) saya akan beri dukungan kepada cadangan tersebut dalam mesyuarat Jemaah Menteri nanti,” katanya.

Beliau berkata demikian ketika berucap pada majlis Sambutan Hari Penguat Kuasa KPDN ke-54 dan pelancaran Dasar Pengguna Negara 2.0, di sini semalam.

Turut hadir Menteri Perdagangan Dalam Negeri dan Kos Sara Hidup Datuk Armizan Mohd Ali dan Timbalannya Datuk Dr Fuziah Salleh serta Ketua Pengarah Penguat Kuasa KPDN Datuk Azman Adam. — Bernama

Menteri berkata kemelut saya bincang, minta pan- perundangan Negeri Sembil — Bernama

Ahmad Zahid mahu Bahagian Penguat Kuasa KPDN dinaik taraf jadi jabatan

CYBERJAYA: Timbalan Perdana Menteri Datuk Seri Dr Ahmad Zahid Hamidi menyuarakan sokongan agar Bahagian Penguat Kuasa Kementerian Perdagangan Dalam Negeri dan Kos Sara Hidup (KPDN) dinaik taraf kepada jabatan bagi memperkukuh keupayaan institusi itu dalam menangani isu kepenggunaan dan penguatkuasaan yang semakin kompleks.

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Beliau berkata demikian ketika berucap pada majlis



PERBARISAN HORMAT: Ahmad Zahid memeriksa barisan Penguatkuasa KPDN pada Sambutan Hari Penguat Kuasa KPDN Ke-54 dan Pelancaran Dasar Pengguna Negara 2.0 di Cyber Event Hall semalam. — Gambar Bernama

Sambutan Hari Penguat Kuasa KPDN ke-54 dan pelancaran Dasar Pengguna Negara 2.0, di sini semalam.

Turut hadir Menteri Perdagangan Dalam Negeri dan Kos Sara Hidup Datuk Armizan Mohd Ali dan Timbalannya Datuk Dr Fuziah Salleh serta Ketua Pengarah Penguat Kuasa KPDN Datuk Azman Adam.

Ahmad Zahid berkata apabila berlaku isu berkaitan kepenggunaan dan perda-

gangan, pasukan penguat kuasa sering menjadi barisan hadapan yang dirujuk oleh kerajaan dan masyarakat.

Beliau menegaskan peningkatan tanggungjawab yang semakin besar memerlukan kekuatan organisasi yang setara dari segi struktur, sumber manusia dan keupayaan operasi.

"Bila tugas semakin mencabar dan tanggungjawab semakin besar, rasanya kekuatan pasukan itu pun kena

seiring," katanya.

Justeru, beliau berharap Jabatan Perkhidmatan Awam (JPA) dapat meneliti cadangan berkenaan secara menyeluruh bagi memastikan penstrukturan semula itu mampu meningkatkan keberkesanan penguatkuasaan.

Dalam pada itu, Ahmad Zahid berkata penguatkuasaan hari ini tidak boleh lagi bersifat konvensional, sebaliknya perlu memanfaatkan teknologi, data dan risikan bagi memastikan tindakan lebih pantas dan tepat dalam menangani penyelewengan subsidi, manipulasi harga serta jenayah perdagangan moden.

Beliau turut memuji kejayaan operasi penguatkuasaan seperti Ops Tiris yang mencatatkan rampasan melebihi RM260 juta sejak 2023, selain pelaksanaan lebih satu juta pemeriksaan dalam tempoh setahun.

Beliau berkata perlindungan pengguna dalam dunia yang semakin kompleks kini bukan lagi satu pilihan, sebaliknya satu keperluan negara bagi memastikan kestabilan pasaran dan kesejahteraan rakyat terus terpelihara. — Bernama

KPDN Enforcement Division upgraded as department

CYBERJAYA: Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi has voiced support for the Enforcement Division of the Ministry of Domestic Trade and Cost of Living (KPDN) to be upgraded to a department to strengthen the division's capacity in dealing with increasingly complex consumerism and enforcement issues.

He said the role of the enforcement team is no longer limited to traditional enforcement, but rather encompasses domestic trade issues, subsidy leakage and

cross-border smuggling involving various ministries and agencies.

"The time has come for the Enforcement Division to be upgraded to the Enforcement Department. Datuk Armizan (Minister of Domestic Trade and Cost of Living) has brought this proposal to the Cabinet (and) I will support the proposal in the Cabinet meeting," he said.

He said this when speaking at KPDN's 54th Enforcement Day Celebration and the launch of the National Consumer Policy 2.0, here yesterday.

Ahmad Zahid said that when issues related to consumerism and trade occur, the enforcement team is often the front line that is referred to by the government and the community.

He stressed that the increasing responsibility requires the strength of the organisation to be equivalent in terms of structure, human resources and operational capabilities.

"When the task becomes more challenging and the responsibility becomes greater, it seems that the strength of the team also has to

keep pace," he said.

Therefore, Ahmad Zahid hoped that the Public Service Department (JPA) could examine the proposal comprehensively to ensure that the restructuring could increase the effectiveness of enforcement.

Meanwhile, Ahmad Zahid said that enforcement today could no longer be conventional, but instead needed to utilise technology, data and intelligence to ensure faster and more accurate action in dealing with subsidy abuse, price manipulation and

modern trade crimes.

He also praised the success of enforcement operations such as Ops Tiris which recorded seizures of more than RM260 million since 2023, in addition to the implementation of more than one million inspections within a year.

Ahmad Zahid said consumer protection in an increasingly complex world was no longer an option, but rather a national necessity to ensure market stability and the wellbeing of the people were maintained. - BERNAMA

Perlu akta khas pasaran digital tangani risiko penipuan, eksploitasi data: TPM

CYBERJAYA: Penggubalan undang-undang khusus bagi pasaran digital perlu dipertimbangkan bagi memastikan perlindungan pengguna kekal berkesan dalam landskap perdagangan yang semakin kompleks dan dipacu teknologi.

Timbalan Perdana Menteri Datuk Seri Dr Ahmad Zahid Hamidi berkata perkara itu penting memandangkan perkembangan pesat digitalisasi telah meningkatkan risiko manipulasi pasaran, eksploitasi data dan penipuan dalam talian yang semakin membimbangkan.

"Tahun lepas sahaja, hampir 68,000 kes penipuan dalam talian direkodkan dengan kerugian melebihi RM2.8 bilion. Lebih menyedihkan, mangsa yang paling terkesan adalah dalam kalangan warga emas dan golongan rentan," katanya.

Beliau berkata demikian ketika berucap pada majlis Sambutan Hari Penguat Kuasa Kementerian Perdagangan Dalam Negeri dan Kos Sara Hidup (KPDN) ke-54 dan pelancaran Dasar Pengguna Negara 2.0, di sini semalam.

Turut hadir Menteri Perdagangan Dalam Negeri

dan Kos Sara Hidup Datuk Armizan Mohd Ali dan Timbalannya Datuk Dr Fuziah Salleh serta Ketua Pengarah Penguat Kuasa KPDN Datuk Azman Adam.

Ahmad Zahid berkata pada masa sama, perubahan tingkah laku pengguna yang dipengaruhi algoritma, promosi digital dan pemasaran dalam talian turut menyumbang kepada peningkatan hutang isirumah serta tekanan kewangan dalam kalangan masyarakat.

Sehubungan itu, beliau berkata pengukuhan kerangka perundangan dilihat perlu bagi memastikan pasaran digital tidak bergerak lebih pantas daripada peraturan yang mengawalinya, selain menjamin ketelusan maklumat produk, harga dan proses pemulangan wang kepada pengguna.

Beliau berkata langkah tersebut juga selari dengan usaha memperkukuh pelaksanaan Dasar Pengguna Negara (DPN) 2.0, yang menekankan perlindungan pengguna bukan sahaja dari segi harga dan kualiti, tetapi juga daripada risiko digital, manipulasi pasaran dan eksploitasi data. — Bernama

Digital Market Act to tackle fraud, data exploitation

CYBERJAYA: The drafting of specific laws for the digital market needs to be considered to ensure that consumer protection remains effective in an increasingly complex and technology-driven trading landscape.

Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi said the matter is important as the rapid development of digitalisation has increased the risk of market manipulation, data exploitation and online fraud, which is increasingly worrying.

"Last year alone, almost 68,000 cases of online fraud were recorded, with losses exceeding RM2.8 billion. Even more regrettably, the most affected victims were among the elderly and vulnerable groups," he said.

He was speaking at the 54th Enforcement Day Celebration of the Ministry of Domestic Trade and Cost of Living (KPDN) and the launch of the National Consumer Policy 2.0, here yesterday.

Also present were Minister for Domestic Trade and Cost of Living Datuk Armizan Mohd Ali and his deputy Datuk Dr Fuziah Salleh as well as KPDN enforcement director-general Datuk Azman Adam.

Ahmad Zahid said at the same time, changes in consumer behavior influenced by algorithms, digital promotions and online marketing also contributed to the increase in household debt and financial stress among the community.



ZAHID (third left) launches the 54th Enforcement Day Celebration of KPDN and the National Consumer Policy 2.0.

In this regard, he said strengthening the legal framework is seen as necessary to ensure that the digital market did not move faster than the regulations that govern it, in addition to ensuring transparency of product information, prices and the refund process for consumers.

Ahmad Zahid said the move was also in line with efforts to strengthen the implementation of the National Consumer Policy (DPN) 2.0, which emphasised consumer protection not only in terms of price and quality, but also from digital risks, market manipulation and data

exploitation.

In that context, he said a comprehensive approach involving cooperation between ministries and government agencies through a whole-of-government approach is seen as important to improve consumer literacy and digital literacy, especially among rural

communities and vulnerable groups.

Ahmad Zahid said consumer protection in the digital economy era is no longer an option, but rather a national necessity to ensure market stability and the wellbeing of the people are maintained. - BERNAMA

Kuala Lumpur: Kementerian Perdagangan Dalam Negeri dan Kos Sara Hidup (KPDN) menafikan dakwaan sebuah syarikat berhubung pelarasan harga gas petroleum cecair (LPG).

KPDN berkata, pihaknya mengambil maklum mesej tular berhubung pelarasan harga gas LPG oleh sebuah syarikat di Negeri Sembilan.

Menurutnya, pelarasan harga dipaparkan memba-

Bukan babit silinder gas domestik bersubsidi

bitkan silinder gas komersial dan bukannya silinder gas domestik bersubsidi.

"Bagaimanapun, satu tindakan segera diambil bagi memanggil pihak syarikat berkenaan untuk mendapatkan penjelasan bersandarkan perundangan Akta Kawalan Beka-

lan 1961 (Akta 122) dan Akta Kawalan Harga dan Antipencatutan 2011 (Akta 723).

"Pihak KPDN juga ingin memaklumkan sebarang kenaikan harga barang-barang dalam senarai barang kawalan seperti LPG hendaklah dirujuk kepada pi-

hak KPDN," katanya dalam satu kenyataan kelmarin.

Katanya, pengguna juga dinasihatkan untuk melaporkan sebarang maklumat tidak sah atau memanjangkan aduan kepada KPDN di saluran aduan WhatsApp 019-848 8000; portal e-Aduan KPDN (<https://eaduan.kpdn.gov.my>); Call Centre di talian 1-800-886-800 dan Aplikasi Telefon Pintar Ez ADU KPDN.



M. Saravanan at the Kuala Lumpur Sessions Court on Tuesday. — Bernama photo

Unemployed man claims trial to 3,000 litres diesel possession

KUALA LUMPUR: An unemployed man pleaded not guilty at the Sessions Court on Tuesday to a charge of possessing 3,000 litres of diesel without a valid licence last week.

M Saravanan, 24, was charged with possessing controlled goods, namely 3,000 litres of diesel, under circumstances that gave rise to reasonable suspicion, inside a lorry by the roadside near a school along Jalan Air Jernih, Setapak, at 5.50 pm on April 24.

He was charged under Regulation 3(1) of the Control of Supplies Regulations 1974 for dealing in controlled goods wholesale or retail without a licence under Section 21 of the Control of Supplies Act 1961, punishable under Section 22(1) of the same Act.

If convicted, he faces a maximum fine of RM1 million or imprisonment of up to three years, or both. For a second or subsequent offence, the penalty increases to a maximum fine of RM3 million or imprisonment of up to five years, or both.

Domestic Trade and Cost of Living Ministry (KPDN) prosecuting officer M Selvaraju proposed bail of RM30,000 with one surety while the accused, who was unrepresented, appealed for a lower bail on the grounds that he is currently unemployed.

Judge Mazuliana Abdul Rashid allowed bail at RM30,000 with one surety and set June 2 for case mention. — Bernama

Terdahulu, peguam Dr. [nama] hubungi kes berkenaan. [nama] lepas. — Bernama

Penganggur mengaku tidak bersalah miliki 3,000 liter diesel tanpa lesen

KUALA LUMPUR: Seorang penganggur mengaku tidak bersalah di Mahkamah Sesiyen di sini semalam atas pertuduhan memiliki 3,000 liter diesel tanpa lesen sah, minggu lepas.

M. Saravanan, 24, didakwa memiliki 3,000 liter diesel itu yang berada di dalam sebuah lori di Jalan Air Jernih, Setapak di sini pada 5.50 petang 24 April.

Lelaki itu didakwa melanggar Peraturan 3(1) Peraturan-Peraturan Kawalan Bekalan 1974, iaitu berurusan dengan barang kawalan se-

cara borong atau runcit tanpa lesen mengikut Seksyen 21 Akta Kawalan Bekalan 1961 dan boleh dihukum di bawah Seksyen 22(1) akta sama.

Jika disabitkan kesalahan, dia boleh didenda maksimum RM1 juta atau penjara tidak lebih tiga tahun atau kedua-duanya bagi kesalahan kali pertama.

Pegawai Pendakwa Kementerian Perdagangan Dalam Negeri dan Kos Sara Hidup (KPDN) M. Selvaraju menawarkan jaminan RM30,000 namun lelaki itu merayu jumlah tersebut dikurangkan kerana dia kini

tidak bekerja.

Hakim Mazuliana Abdul Rashid membenarkan jaminan RM30,000 dengan seorang penjamin dan menetapkan 2 Jun untuk sebutan semula kes.

Pada 25 April, KPDN Kuala Lumpur menahan seorang pemandu lori dan merampas diesel menerusi Ops Tiris (Bersepadu) 4.0 selepas dikesan dalam keadaan mencurigakan ketika keluar dari stesen minyak dan kemudiannya memasuki sebuah lagi stesen minyak untuk mengisi bahan api itu. — Bernama

報導 黃健興

(怡保28日訊) 霹靂州行政議員吳家良說，霹靂州燃油供應充足，一些油站只是面對配送問題，才導致柴油出現暫時性短缺，並非全國供不應求引起，而霹靂州內貿易及生活費局通過補漏行動4.0緊密監督坊間是否存在私自囤積情況，也在邊境嚴加把關。

掌管霹靂州內貿易、消費者及華人新村事務的吳家良接受星洲日報《大霹靂》社區訪問時強調，州內RON95汽油和柴油充足，並沒有面對柴油短缺問題。



吳家良：邊境嚴厲把關

霹靂燃油供應充足



內貿易局官員檢查油站燃油庫存，以確保RON95和柴油存量可滿足實際需求。(霹靂內貿易局提供)



「执法人员加強邊境地區查控，避免燃油供應短缺而影響到民眾日常使用的供應。(霹靂內貿易局提供)」

「官員到油站了解燃油供應的問題，發現是運輸問題延誤了配送時間引起的短暫性干預。(霹靂內貿易局提供)」



州內各別油站柴油供應，是運輸問題延誤了配送時間引起的短暫性干預。(霹靂內貿易局提供)



內貿易局在馬六甲邊境卡車展開打擊私運燃油的執法行動，經過詳細檢查，揭發油箱遭到改裝，用來添加更多燃油。(霹靂內貿易局提供)



運輸問題延誤配送時間

吳家良說，整體來說，燃油供應量是足夠應付需求，至於州內各別油站庫存不足，內貿易局報告已反映，純粹是運輸問題延誤配送時間引起的短暫性干預，而且全國供給正常。

他指出，霹靂內貿易局不只每天動員到州內各地檢查市

面上的統制品與必需品的供應量和價格走勢，如今還延伸到各地油站，確保RON95汽油和柴油存貨滿足實際需求。

“無論如何，霹靂內貿易局至今未對任何油站業者採取行動，包括開出罰單、給予警告通知和發出法庭傳票。”

補漏行動4.0防囤積

吳家良說，如火如荼的補漏行動4.0，正是加強燃油監管的一項主動措施，以防囤積，也加強邊境地區查控，避免燃油供應短缺而影響到民眾日常使用的供應。

他強調，霹靂內貿易局在馬六甲邊境卡車嚴查出境車輛是否攜帶私運燃油的執法行動，在3月26日就偵破了3宗案件，經過执法人员詳細檢查，揭發油箱遭到改裝，用來添加更多燃油，每輛車可容下約150公升的RON95汽油，即超過普通車輛兩倍以

上，甚至達到三倍的容量。他說，执法人员起獲總數約450公升的汽油，也充公3輛車和逮捕3名司機展開進一步調查，而且3人都是本地人。

“霹靂內貿易局援引1961年供應管制法令(第122法令)展開調查，一旦罪名成立，個人將面臨最高罰款100萬令吉，重犯罰款將進一步提高至300萬令吉，監禁不超過3年或兩者兼施。至於公司方面，罪成最高罰款為200萬令吉，再犯則是高達500萬令吉。”



吳家良(中)與安順內貿易局官員舉行會議，以了解當地的燃油、統制品和必需品供給情況。(吳家良辦公室提供)

吁民眾充耳目打擊不法活動

吳家良說，在州內展開的補漏行動4.0以來，共取締了9宗案件，惟目前仍處於調查階段，未發出任何罰單或法庭傳票。有鑒于此，內貿易局勸告民眾，不論個人或公司，都須遵守法律，別囤積統制品、受到政府補貼的商品和必需品，以免遭到檢舉。

他表示，州府配合霹靂內貿易局，致力向民眾展開策略性宣導，善用官方媒體平台傳遞準確資訊，以遏止不實傳言與誤解，緩解民眾的不安情緒，防範引

發惡性投訴，造成供需失衡。 “社會大眾需要關注全球地緣政治局勢，特別是中東衝突所帶來的沖擊，世界各國都不能幸免地遭受影響。為此，團結政府已竭盡所能，讓人民享有補貼，每公升只要1令吉99仙的RON95汽油價格，反觀其它國家的油價已是大幅度地飆升。”

吳家良說，霹靂內貿易局意識到一小撮人鋌而走險，利用統制品如燃油與未獲得補貼的差价牟取私利，他呼籲民眾成為打擊不法活動的耳目，如

掌握任何情報或資訊，針對市面上統制品和必需品的供應和價格，尤其是濫用統制品及補貼品的違法活動，使用Ez ADU KPON手機應用程式，附上照片和定位作出舉報，避免政府補貼流失。

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沙拉瓦南无牌持有柴油而被控，获准以3万令吉及一名担保人保外。（马新社图）

涉非法持3千公升柴油

失業男被控不認罪

（吉隆坡28日讯）一名24岁失业男子涉嫌非法持有3000公升柴油，惟他今日在地庭面控时否认有罪。

被告沙拉瓦南被控于本月24日下午5时50分在吉隆坡文良港一带的一辆罗里内，在没有合法执照的情况下，持有3000公升柴油。

他被控抵触1974年供应管制条例第3（1）条文，即未依1961年供应管制法令第21条文，持牌从事受管制物品的批发或零售活动，并可在同一法令第22（1）条文下受罚。

一旦罪成，初犯者可被判罚款最高100万令吉，或监禁不

超过3年，或两者兼施。

隶属国内贸易及生活费部的副检察司西华拉朱向法院建议让被告以3万令吉保外候审，不过，被告以目前无业为由，要求降低保释金。

承审法官玛朱丽雅娜最终批准被告以3万令吉及一名担保人保外，并把案件择定于6月2日过堂。

吉隆坡内贸局此前发文告说，当局是在展开“补漏行动4.0”时，发现一辆罗里在离开一间油站后形迹可疑，随后又驶入另一间油站添油，遂将司机逮捕并起获有关柴油。

內貿執法組應升格為局

阿末扎希认为，国内贸易与生活成本部执法组应升格为局，从而加强该单位的执法能力，应对日益复杂的消费者事务和执法问题。

他说，执法队伍如今的角色已不再局限于传统执法，反之涵盖国内贸易问题、补贴纰漏和涉及需跨部门与机构携手应对的跨境走私活动。

“如今正是时候让执法组升格为执法局，（内贸部长）拿督阿米占负责向内阁提呈这项建议，我将在内阁会议力挺这项建议。”

他指出，当有关消费事务与贸易课题的问题发生，政府和社会民众通常把问题交由执法队伍在前线应对，执法队伍肩负的责任越多，那执法单位结构、人力资源和运营能力方面，也应具备相应的能力。

“当挑战越大，责任就越大，执法队的能力也必须随之跟上。”

因此，他希望公共服务局能全面研究上述建议，确保内贸部执法组重组一事能提升执法效率。

內貿部起百萬仿冒健康器材

涉案人明日被控

(新山28日讯) 国内贸易及生活消费部与柔佛州国内贸易及生活消费局早前展开执法行动，突击柔佛州一个单位，起获总价值133万3970令吉的仿冒品牌健康检测器材，相关负责人将于将于本月30日被控上新山地庭。

内贸部执法总监拿督阿兹曼早前发文告表示，当局援引2019年商标法案（185法令）对一家涉嫌使用未经授权商标售卖健康检测器材的单位展开行动。

文告指出，当局是在接获有关涉嫌销售未经授权的健康检测器材后，与商标持有者的代表合作展开这次的行动，所突击的单位是一家作为仓库及线上购物包装中心的单位。

执法人员调查后发现，该单位涉嫌储藏及售卖多款使用相关商标，怀疑为仿冒品的产品，其中包括自动血压仪、雾化器、电子体温计、电子秤、血氧仪及血糖检测仪。

当局也在行动中，逮捕了一名自称是涉案单位管理人的本地女子协助调查。由于其中大部分商品所使用的商标，并未经过商标持有者的合法授权，当局援引2019年商标法案（815法令）进行调查。



內貿部在柔佛州一家仓库起获大批仿冒健康检测器材。（內貿部提供）

內貿部突襲倉庫 起百萬仿冒健康器材捕1人

(新山28日讯) 国内贸易及生活成本部早前突击柔州一间充作仓库及包装网购物品的单位，充公价值约133万令吉的各类健康检测器材仿冒品，涉案的单位负责人将于本月30日，在新山法庭面控。

执法人员在突击行动中，扣留一名自称为该单位经理的本地女子协助调查。

国内贸易及生活成本部执法组总监拿督阿兹曼发文告指出，当局援引2019年商标法令（第185条文），针对一家涉嫌使用未经授权商标售卖健康检测器材的单位展开突击。

文告指出，当局是在接获商标持有者代表的投诉，称有人涉嫌销售未经授权的健康检测器材后，于今年3月展开此次行动。

执法人员调查后发现，该单位涉

嫌储藏及售卖多款使用相关商标，怀疑为仿冒品的产品，其中包括自

动血压仪、雾化器、电子体温计、电子秤、血氧仪及血糖检测仪，总价值估计达133万3970令吉。

由于其中大部分商品所使用的商标，并未经过商标持有者的合法授权，当局援引2019年商标法令进行调查。



的各类健康检测器材仿冒品。
执法人员是在柔州一间仓库起获约133万令吉



KEMENTERIAN PERDAGANGAN DALAM NEGERI
DAN KOS SARA HIDUP

BERITA ONLINE

KPDN

BERITA ONLINE BERTARIKH 29 APRIL 2026

TARIKH	TAJUK	PAUTAN	MEDIA
29-Apr	Kerajaan cadang naik taraf bahagian penguatkuasaan KPDN selaras cabaran e-dagang – Armizan	https://www.astroawani.com/berita-malaysia/kerajaan-cadang-naik-taraf-bahagian-penguatkuasaan-kpdn-selaras-cabaran-e-dagang-armizan	ASTRO AWANI
29-Apr	KPDN cadang naik taraf penguatkuasaan jadi jabatan tangani lonjakan kes e-dagang	https://malaysiagazette.com/2026/04/28/kpdn-cadang-naik-taraf-penguatkuasaan-jadi-jabatan-tangani-lonjakan-kes-e-dagang/	MALAYSIAN GAZETTE
29-Apr	KPDN kaji naik taraf bahagian penguat kuasa jadi jabatan, perkukuh penguatkuasaan	https://www.bernama.com/bm/am/news.php?id=2550360	BERNAMA
29-Apr	KPDN To Review Proposal To Upgrade Enforcement Division To Department	https://www.bernama.com/misc/rss/news.php?id=2550359	BERNAMA
29-Apr	Kajian naik taraf penguat kuasa KPDN sedang dilaksanakan – Armizan	https://malaysiagazette.com/2026/04/28/kajian-naik-taraf-penguatkuasa-kpdn-sedang-dilaksana-armizan/	MALAYSIAN GAZETTE
29-Apr	Ahmad Zahid syor penguat kuasa KPDN dinaik taraf jadi jabatan	https://www.buletintv3.my/nasional/ahmad-zahid-syor-penguat-kuasa-kpdn-dinaik-taraf-jadi-jabatan/	TV3
29-Apr	TPM cadang bahagian penguat kuasa KPDN dinaik taraf jadi jabatan	https://www.bharian.com.my/amp/berita/nasional/2026/04/1539321/tpm-cadang-bahagian-penguat-kuasa-kpdn-dinaik-taraf-jadi-jabatan	BERITA HARIAN
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29-Apr	Zahid sokong cadangan naik taraf bahagian penguat kuasa KPDN kepada jabatan	https://www.astroawani.com/berita-malaysia/zahid-sokong-cadangan-naik-taraf-bahagian-penguat-kuasa-kpdn-kepada-jabatan	ASTRO AWANI
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29-Apr	Bahagian penguat kuasa KPDN wajar dinaik taraf jadi jabatan	https://www.utusan.com.my/nasional/2026/04/bahagian-penguat-kuasa-kpdn-wajar-naik-taraf-jabatan/	UTUSAN
29-Apr	Cadangan naik taraf penguat kuasa KPDN terima sokongan pelbagai pihak	https://www.sinarharian.com.my/ampArticle/777587	SINAR HARIAN
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29-Apr	Penganggur mengaku tidak bersalah miliki 3,000 liter diesel tanpa lesen	https://berita.rtm.gov.my/kes/senarai-berita-kes/senarai-artikel/penganggur-mengaku-tidak-bersalah-miliki-3000-liter-diesel-tanpa-lesen/	RTM

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