



*PRESS RELEASE*

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### **FCCC Rebranding & Strategic Plan Launch**

The Fijian Competition and Consumer Commission (FCCC) successfully launched its new brand and its first ever Strategic Plan 2018-2023 yesterday, Monday 26 March, 2018.

The new FCCC Strategic Plan will provide stakeholders with a clear guidance on the future endeavors of the regulatory environment in the Fijian economy.

The five-year strategic plan will connect FCCC efforts to the Fijian National Development Plan by enabling the Fijian markets to work well to allow for inclusive socio-economic development.

The four priorities addressed in FCCC's Strategic Plan are: markets for goods and services in Fiji are competitive; consumers in Fiji are offered goods and services that are safe and are provided with adequate and accurate information about goods and services; regulation and price control is applied where competition is not effective, and efficient outcomes can be achieved without imposing excessive administrative or compliance costs; and FCCC is regarded by Government, businesses and the public as an independent and expert body.

In launching FCCC's Strategic Plan, the Prime Minister, Rear Admiral (Retired) Josaia Voreqe Bainimarama said the document fully embraces the Government's concern of lightening the cost of living to the ordinary Fijians through tactful regulatory oversight and fostering equitable returns for businesses through regulated competition and the promotion of moral trading ethics.

"The underlying objective is to reduce the cost of living for ordinary Fijians and promote value-driven firms," the Prime Minister said.

"This has stemmed from the unwavering commitment of the Fijian Government to empower Fijians by increasing the purchasing power of each dollar they spend. This complements Government's policy to increase the income tax threshold which proportionally translates to more money in pockets of the Fijian taxpayers," he added.

The Prime Minister also officially opened FCCC's head office at 42, Gorrie Street in Suva.

The new FCCC logo, name and website reflects FCCC's transformation to making the Fijian markets competitive to enhance welfare of all Fijians.

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