



**PRESS RELEASE**

**Traders Warned Not to Raise Prices During Coronavirus Period  
Friday 13 March 2020**

The Fijian Competition and Consumer Commission (FCCC) is warning traders not to take advantage of the public's fears during the COVID-19 global outbreak to overcharge them on goods and services.

“We want to let traders and businesses know that we will not tolerate any attempts at price gouging,” said FCCC CEO, Joel Abraham.

“We have seen that overseas businesses have increased the price of items like face masks and hand sanitisers by large amounts after the announcement of the COVID-19 global outbreak.”

Price gouging is the practice of raising prices on certain types of goods and services to an unfair level, especially during a state of emergency.

FCCC will be working hard to ensure that unscrupulous traders do not undertake such tactics in an attempt to cheat hardworking Fijians.

“We have heard that certain businesses locally are starting to do this, and we want to make it very clear that this is unacceptable. A few weeks ago, a trader was fined \$100,000 and ordered to pay compensation to aggrieved consumers, this should be an example to unethical businesses that such bad behavior will not be tolerated and we will continue to crack down hard on such cases.”

FCCC is an independent statutory authority whose role is to enforce the Fijian Competition and Consumer Commission Act 2010, promote competition, promote fair trade, regulate prices in markets where competition is lessened or limited, and regulate monopolistic market situations including national infrastructure for the benefit of all Fijians.

**For more information/details on Fijian Competition and Consumer Commission and FCCC Act 2010, visit the website on <http://www.fccc.gov.fj> or call 8921991**

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