



PRESS RELEASE
FCCC Concludes Central MSME Awareness Programme
Wednesday 25 November 2020

45 Micro Small Medium Enterprise (MSME) members attended an awareness and training Programme organised by the Fijian Competition and Consumer Commission (FCCC) in Suva.

"MSMEs are a critical force in the Fijian economy, driving innovation, economic development and are responsible for new job creation in emerging markets," said FCCC CEO, Joel Abraham.

FCCC had earlier announced its business assistance program amidst COVID-19.

"The regulatory landscape is changing and FCCC recognizes that businesses especially MSMEs require assistance to enable them to compete effectively at a level playing field. This training was aimed at bridging information gaps and creating awareness of regulatory and compliance matters. We intend to follow these up with a more in-depth training program."

As part of its COVID-19 recovery strategy, the Fijian Government had announced loan packages under the COVID-19 Concessional Finance Support Package for MSMEs.

"We applaud the Government for its commitment to providing concessional loan packages to MSMEs," said Abraham.

"These entrepreneurs will play a key role in Fiji's economic recovery. It was encouraging to see that over 90% of the participants were women as FCCC is a strong advocate for women's empowerment"

Abraham said that ethical and fair business practices in compliance with the FCCC Act will not just benefit consumers, but the business as well.

"It is the role of FCCC to promote compliance with the FCCC Act, including by enforcing the law against those who infringe it, but we believe in collaborative approaches like this as we find them to be more sustainable, long-term."

"Businesses do better when they create an environment for their customers where they feel that they are not being cheated or misled. By complying, you are actually boosting your business and adding to your reputation."

The programme was centred around the following topics:

- Compliance with the FCCC Act 2010
- Making submissions at FCCC for price-controlled Items
- Governance for MSMEs
- Accounting for MSMEs

FCCC will host a similar programme on the 30 November 2020 at Tokatoka Resort in Nadi and encourages members to be part of a worthwhile opportunity that will boost their businesses at large.

For more information, you can contact FCCC on 8921991 or through live chat on their website at fcc.gov.fj.

Please follow us on Facebook at www.facebook.com/FijianCCC/ for the latest updates.

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