



**PRESS RELEASE**  
**Jeweller Fined \$15,000 In FCCC Case**  
**Friday 9 April 2021**

A Jeweller has been fined \$15,000 for failing to mark and display prices of certain non-controlled items, after the Fijian Competition and Consumer Commission (FCCC) brought the matter to court.

The sentence was passed in the Nausori Magistrate's Court on 7 April 2021, taking into account that it was a first time offense and the accused had entered into an early guilty plea.

"FCCC bears the responsibility of ensuring that the rights of Fijian consumers are protected, which is especially critical during these trying times. As such, when we find a case where a breach has occurred, we take the necessary steps to remedy the situation," said FCCC CEO, Joel Abraham.

"We are in agreement with the Court's decision, having done our due diligence on the matter."

"Once FCCC receives a complaint, we conduct a thorough investigation to ascertain all the facts, gathering all necessary evidence to support any claims made, which includes listening to the trader's side, as well."

Mr Abraham said that, overall, FCCC prefers a collaborative approach where possible, when it comes to compliance by traders, as many breaches in the past have been found not to be intentional or malicious, but rather, due to ignorance of the laws.

"However, we do want to warn businesses that intentionally seek to mislead or cheat consumers that you will be caught and taken to task. Please be considerate and treat your customers fairly," said Mr Abraham.

The Accused was charged as per Order 3 (a) and (b) of the then Counter Inflation Order 1992 and section 54(4) of the Fijian Competition and Consumer Commission Act 2010 (FCCC Act), and the Court took into account the penalties as found in section 59 of the FCCC Act.

**For more information/details on this please contact the FCCC at their Facebook page: <https://www.facebook.com/FijianCCC/>, on their website: [www.fccc.gov.fj](http://www.fccc.gov.fj) or call 8921991.**

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