



Media Release

23 December 2023

## **FCCC ENHANCED EFFORTS DURING FESTIVE SEASON CONTINUE: CONSUMERS URGED TO BE VIGILANT**

With Christmas almost here, the Fijian Competition and Consumer Commission's (FCCC)'s efforts to protect consumer rights and uphold fair trading practices has been heightened.

Since last month, our enforcement teams across the nation have conducted 2,440 inspections, primarily targeting potential unethical behavior among traders during this busy period. The recorded alleged breaches reached 146 in November 2023 and 37 this month, all of which are currently under investigation.


In addition, FCCC has carried out 118 joint inspections with the Ministry of Health and various Municipal Councils, targeting key areas such as hygiene, storage, and distribution practices in markets, restaurants, and food production facilities.

FCCC CEO, Joel Abraham thanked the Deputy Prime Minister and Minister for Trade, Co-operatives, Small and Medium Enterprises and Communications, Hon. Manoa Kamikamica for his role in making the joint initiative a reality, as it will be a significant boost for food safety enforcement efforts in this country.

"I applaud the FCCC for their rigorous efforts in safeguarding consumer rights and ensuring fair trade this festive season. Their proactive inspections and collaboration with health and municipal authorities reflect our commitment to public well-being and market fairness. As the festive rush intensifies, I urge consumers to stay vigilant and assure them that their government, together with FCCC, is dedicated to maintaining a fair and safe marketplace for all Fijians," said Hon. Manoa Kamikamica.

"Our primary goal is to ensure Fijians can celebrate Christmas with a peace of mind, assured that all necessary measures are being implemented to ensure that they are being treated fairly in the marketplace," Abraham stated, stressing FCCC's zero-tolerance policy against any form of consumer deception.

FCCC is committed to eliminating deceptive practices and stresses that any attempts to deceive or exploit consumers will face severe legal consequences, backed by swift and resolute enforcement actions.



“The joint inspections in tandem with our own trader inspections will provide stronger protection for consumers. We are closely monitoring prices to maintain a balance between cost and quality.”

Abraham added that members of the public must also exercise increased vigilance during their Christmas shopping, saying “This time of year is marked by a spike in retail activity, with enticing offers and specials available to the public, which also makes it ripe for consumer exploitation.”

“Although FCCC has intensified its market surveillance and enforcement efforts, it is crucial that consumers also do their due diligence to remain safe against predatory selling practices. There are several things that you as a consumer can do to stay protected against unethical traders.

Read the details of specials and sales carefully, keep your receipts and be wary of any deal that seems too good to be true.”

As the holiday season unfolds, the FCCC remains committed to protecting consumers and ensuring a fair marketplace and will continue its ongoing inspections to ensure compliance with consumer laws, reinforcing fair trade practices throughout and beyond the festive season.

For assistance or to lodge a complaint, individuals can contact the FCCC at 8921991 or email [helpdesk@fccc.gov.fj](mailto:helpdesk@fccc.gov.fj).

**For more information/details on this, please contact us on our Facebook page <https://www.facebook.com/FijianCCC> , or on our website <https://fccc.gov.fj/> or on 8921991.**

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