



Media Release

FCCC Signs Oceania Hospitals to the Voluntary Compliance Framework

16 July 2024

The Fijian Competition and Consumer Commission (**FCCC**) is pleased to announce the signing of the Voluntary Compliance Framework (**VCF**) with Oceania Hospitals Pte Limited yesterday (15-7-24), marking a significant milestone as the first healthcare industry participant in the program.

FCCC Chairperson, Isikeli Tikoduadua, expressed his enthusiasm, stating, "Today is a momentous occasion, with our signing of this memorandum of understanding (**MOU**) for the VCF. I want to congratulate Oceania Hospitals as they are the first from the healthcare industry to participate in this framework."

The VCF, initiated by the FCCC in 2017, has been instrumental in promoting a fair, transparent, and ethical marketplace within Fiji and primarily aims to encourage businesses to voluntarily comply with consumer protection laws, enhancing market integrity and promoting consumer rights.

Mr Tikoduadua added, "By participating in the VCF, traders proactively align with regulatory standards and commit to upholding ethical business practices. For those of you who may not understand, to qualify for this voluntary compliance framework, there are standards that must be met, which we are quite stringent on. For example, you must have a clean record for the past two years and commitment to sustainability and CSR.

"You also have to have the necessary infrastructure and resources to participate, and you must agree to the training program that we provide in the first six months. Of course, the willingness to participate in this arrangement in the first place, is also essential. So, thank you to Oceania Hospitals for meeting these requirements -- that's why we are able to be here today to sign the VCF MOU."

Mr Tikoduadua noted that there are a lot of benefits to signing a VCF, for hospitals.

"As one of the industries that maintain a high level of loyalty from your customers or patients, you need to have a good reputation if you want your customers to have a sense of comfort when they come to you," he explained.

"It's a win-win situation. For us, it reduces our need to come here to constantly do assessments because we are allowing you a certain flexibility. However, we are still here to ensure that you are complying with the regulations in the framework."

FCCC CEO, Joel Abraham, said that while the first phase was quite successful, the VCF has still been thoroughly revised before progressing to the second phase, to ensure factors like sustainability are also addressed.

“A key component of the revised VCF is the emphasis on sustainability. Participating businesses are encouraged to integrate sustainable practices into their operations, aligning with broader goals of promoting not only consumer protection but also environmental stewardship and social responsibility,” said Mr Abraham.

“This collaborative approach, via the VCF, not only enhances market integrity but also fosters a transparent and fair marketplace where consumer rights are prioritised. Businesses that adhere to the VCF gain a reputation for ethical practices and consumer-focused operations, which is invaluable in today’s competitive market.”

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