



Media Release

FCCC CEO Joel Abraham Named “Innovative Leader for Regulation & Consumer Protection 2024 (South Pacific)” by CEO Monthly

28 September 2024

Fijian Competition and Consumer Commission (FCCC) CEO Mr Joel Abraham has been awarded “Innovative Leader for Regulation & Consumer Protection 2024 (South Pacific)” by CEO Monthly. This award recognises his leadership and transformative contributions to regulatory frameworks and consumer protection across the South Pacific.


Mr Abraham’s impact on regulatory innovation spans over multiple sectors and originations, most notably through his founding of the Pacific Island Network of Competition Consumer and Economic Regulators (PINCCER), a pioneering initiative that unites 13 Pacific nations to foster competitive markets and strengthen regional cooperation. His leadership has enhanced Regulatory and consumer protection frameworks in the country while promoting economic resilience across the Pacific.

He also serves as Vice Chair of the Office of the Pacific Energy Regulators Alliance (OPERA) which is also central to his work in the regulatory field. Through OPERA, he has championed sustainable energy regulation, ensuring Pacific Island nations can secure energy access while addressing climate change challenges. His leadership within OPERA has been crucial in developing policies that support clean energy initiatives and ensure fair energy markets across the region.

Mr Abraham’s commitment to these organizations, alongside his achievements at FCCC, underscores his dedication to improving regulatory standards and protecting consumer rights and implementing sustainability practices amongst the regulatory practices. Thanks to his leadership, FCCC has grown significantly and driven critical national-level investigations into key sectors such as hardware, housing, and energy, as well as the development of vital pricing frameworks for essential goods like fuel and basic food items. FCCC.

Mr Abraham has been a driving force behind the organisation's sustainability initiatives, championing policies that promote environmentally responsible practices, sustainable economic growth, and long-term resilience in Fiji’s business landscape and championing FCCC and Fiji in many local and international conferences on ESG fronts.

Under his leadership, FCCC is the first statutory body in Fiji’s history to be awarded with the Fiji Business Excellence President’s level Award, National Green Sustainability Award, Employer of Choice through Women in Business, National Winners for Quality Circle, not to mention other notable national level awards & recognition for the organisation. His pioneering



initiatives, such as the Voluntary Compliance Framework, have significantly increased market compliance, ensuring that businesses adhere to fair and ethical practices. He has also ensured that FCCC's work is published in international journals, highlighting the organisation's research and impact on a local & global scale.

On receiving this award, Mr Abraham stated: "This recognition is not just about individual achievement; it reflects the collective work of the FCCC team and our regional partners. Together, we strive to create fair markets, protect consumers, and build a sustainable future for the Pacific."

"While such recognition is greatly appreciated, there is a lot more work to be done and I look forward to tackling the challenges of the future and continue to serve my fellow Fijians, as well as the people of the Pacific at large."

About CEO Monthly

CEO Monthly is a global digital publication that provides in-depth insights, interviews, and profiles of chief executives from various industries. It is part of AI Global Media and boasts a wide circulation, offering awards programs designed to showcase leadership excellence and innovation.

About FCCC

The Fijian Competition and Consumer Commission is an independent statutory organisation committed to fostering competitive markets and protecting consumer rights in Fiji. Through its regulatory efforts, FCCC ensures fair market practices and provides transparency for consumers and businesses alike.

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