



Media Release
FCCC Announces Resignation of CEO Joel Abraham
1 November 2024

The Fijian Competition & Consumer Commission (FCCC) wishes to announce the resignation of its Chief Executive Officer, Joel Abraham. Mr Abraham joined FCC (formerly known as the Commerce Commission) in 2013 and has served as CEO since 2016.

Mr Abraham has been a transformative leader, deeply committed to shaping a regulatory landscape that prioritises fairness, consumer protection, and economic integrity in Fiji and the Asia-Pacific region. His time at FCCC has been marked by a strong focus on protecting consumers from unfair and unethical business practices through the enforcement of an effective competition and consumer protection framework.


Throughout his leadership, FCCC has grown in capacity and effectiveness, earning both national and international recognition as a trusted competition authority. Most recently, Mr Abraham's efforts were instrumental in establishing the Pacific Islands Network of Competition, Consumer Protection, and Economic Regulators (PINCCER), which has enhanced regional cooperation and raised regulatory standards across the Pacific.

During his tenure, Mr Abraham pioneered employee-centric initiatives such as the iCARE program, sustainability packages, and flexible work arrangements, all of which contributed to a positive work culture and strengthened FCCC's operational resilience. His leadership also oversaw key developments in FCCC's infrastructure and resource management, setting the foundation for a well-equipped, forward-thinking regulatory body.

This dedication and vision have led to various accolades for FCCC, including awards such as the Fiji Business Excellence Awards and the National Green Sustainability Award, establishing FCCC as a leading regulatory body in the region.

Honourable Deputy Prime Minister and Minister for Trade, Co-operatives, SMEs, and Communication, Honourable Manoa Kamikamica, commended Mr Abraham's dedication, noting, "Consumers are better off today because of Mr Abraham's leadership. Abraham's commitment to FCCC and his passion for safeguarding the rights of Fijian consumers have left an enduring mark. His efforts have not only elevated our regulatory standards but have also inspired a spirit of collaboration across the Pacific. The impact of his work, such as the creation of PINCCER, has set the stage for a stronger regulatory landscape that aligns with our efforts to protect consumers and ensure sustainability in our economy."

FCCC Chair, Isikeli Tikoduadua, also expressed his gratitude, stating, "Joel's unwavering dedication to fair competition and consumer protection has been transformative for FCCC. From where FCCC stands now, I can say that his legacy will continue to uplift and protect Fijian consumers for years to come."



Mr Abraham shared that his decision to step down was not taken lightly.

“It has been an incredible 13 years with FCCC, and I am filled with a mix of emotions. FCCC is more than an organisation to me; it has been a family, a purpose, and a home. I am confident that I leave FCCC in capable hands, and I am excited about the future that awaits all of you and the Commission. The best investments we’ve made are in our staff, and I’m confident these investments will keep paying off through the protections that Fijians consumers rely on,” said Mr Abraham.

“For me, it has always been about the people—serving Fijians, protecting their rights, and building systems that honour their trust. I will continue to promote regulatory excellence, and in that way, FCCC’s mission will always be close to my heart.”

He further expressed gratitude for the collective strength of the FCCC team, noting that each staff member has played an essential role in shaping the organisation’s success and reputation. Reflecting on his future plans, Mr Abraham stated that he will take on a regional role and hopes to emulate the excellence at FCCC across the Asia-Pacific region.

“This is not a goodbye,” he concluded, “but a moment of transition, as I look forward to collaborating with FCCC in new ways that align with our shared mission.”

Mr Abraham’s resignation marks the close of a chapter defined by dedication, integrity, and impact. The entire FCCC team expresses its heartfelt appreciation for his contributions and extends its best wishes as he embarks on a new journey to further champion the principles FCCC upholds.

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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