



**Media Release**  
**FCCC CEO Christmas Statement**  
**24 December 2024**

As we celebrate the joy and togetherness of the festive season, we would like to take this opportunity to remind both consumers and traders of their responsibilities during this busy time. At the Fijian Competition and Consumer Commission (FCCC), our focus has been on ensuring fairness and protecting consumers from unethical practices.

In the lead-up to Christmas, our teams have been working tirelessly to carry out inspections and surveys across the country. During November, FCCC conducted over 700 inspections and surveillance, with a particular emphasis on preventing price gouging and deceptive practices.


This resulted in 44 potential breaches being identified, ranging from overcharging to not displaying prices or failing to reflect duty and VAT reductions in the prices of goods and services. Appropriate enforcement action will be taken for the identified breaches ranging from issuance of warning letters and putting the premises on surveillance or prosecuting the offenders, as applicable.

This month, FCCC had already conducted 417 pre-Christmas inspections to monitor traders' compliance and ensure fair practices during the festive shopping rush. We take this proactive approach to anticipate issues that may occur at this time and keep consumers protected.

To our fellow Fijians who are doing their last minute shopping, I remind you to be vigilant. Take time to compare prices, check expiry dates, and carefully review terms and conditions. Remember, if a deal seems too good to be true, it most probably is. If you encounter any unethical practices—whether inflated prices, misleading advertisements, or unfair terms—please, report them immediately to FCCC, so the appropriate action can be taken.

To traders, I remind you that this a time of celebration for all Fijians and should not be used as an opportunity for exploitation. FCCC will take firm action against any trader engaging in price gouging, deceptive promotions, or unfair conduct. Let us work together to uphold fairness and ensure that the festive spirit is not marred by unethical practices.

This festive season is also a time to reflect on kindness and community. As we celebrate, I encourage everyone to take a moment to check on those who may be vulnerable in your community — whether it's an elderly neighbour, a family member, or someone who might be spending the holidays alone. A small act of kindness, like sharing a meal, lending an ear, or simply offering companionship, can make a world of difference to those who may not be as fortunate as you.



Let us all embrace the true spirit of Christmas by looking out for one another and fostering a sense of unity and care. Together, we can ensure that this season brings joy and warmth to all members of our community.

As the bible says – “So in everything, do to others what you would have them do to you.” – Matthew 7:12

On behalf of FCCC, I once again wish all Fijians a safe, joyous, and sustainable Christmas. May this season bring peace and prosperity to you and your families.

Joel Abraham

Chief Executive Officer

Fijian Competition and Consumer Commission

### **About FCCC**

The Fijian Competition and Consumer Commission is an independent statutory authority committed to promoting competition and fair trading and regulating national infrastructure for the benefit of all Fijians.

**-Ends-**