



**Media Release**  
**FCCC WELCOMES BOARD MEMBERS**  
**14 January 2025**

The Fijian Competition and Consumer Commission (FCCC) is pleased to announce the composition of its new Board, consisting of leaders whose shared expertise will guide the Commission in its ongoing mission to protect consumer rights and promote fair competition across Fiji.

Deputy Prime Minister and the Minister for Trade, Co-operatives, Micro, Small and Medium Enterprises, and Communications, Honourable Manoa Kamikamica welcomed the appointments, saying, “The FCCC Board is integral to FCCC’s efforts to protect consumers and promote fair competition and these members, through their various expertise will further strengthen and maintain FCCC’s ability to respond to the challenges and opportunities of today’s dynamic economic landscape. I commend FCCC for its unwavering dedication to fostering a fair and inclusive marketplace and wish the new Board every success in advancing these important priorities.”

The FCCC Board members are:


- Mr Cecil Arthur Cakobau Browne (Chairman) - Newly appointed
- Mr Isikeli Tikoduadua (Deputy Chair) - Continuing
- Mr Romil Patel (Commissioner) - Continuing
- Ms Kelera Gadolo (Commissioner)- Newly appointed
- Dr Keshmeer Makun (Commissioner) - Newly appointed
- Ms Adimaibole Waqainabete (Commissioner) - Newly appointed

Mr Browne, the newly appointed Chairman, brings decades of experience, expertise and leadership in the financial sector, spanning retail banking, commercial lending, and corporate finance, across Fiji, the Pacific, and other regions. He has held several senior leadership positions, including Deputy General Manager at ANZ Fiji and General Manager Corporate and Treasury at Bank South Pacific Fiji. His expertise in financial management, strategic planning, and market development will play a pivotal role in advancing FCCC's strategic priorities.

Regarding the start of his tenure, the Chairman expressed his appreciation and spoke on the path forward.

“I am honoured to lead the FCCC Board as the Chairman at a time when competition and consumer protection are more important than ever. We recognise that cost of living concerns is at the forefront and FCCC will prioritise this area,” said Mr Browne.

“I fully appreciate the responsibilities that this position brings with it. With the collective expertise of this exceptional team, we are well-positioned to address emerging challenges, advance strategic goals, and ensure that FCCC continues to deliver meaningful outcomes for consumers



and businesses across Fiji. I look forward to working closely with my fellow Board members, and the FCCC team as a whole, to continue the important work being done to help our fellow Fijians,” said Mr Browne.

FCCC Chief Executive Officer, Joel Abraham, also welcomed the new Board and highlighted the significance of their collective expertise.

"This is a defining moment for FCCC, as its mission to build a fair and competitive marketplace is further strengthened by this Board. Their diverse expertise and commitment will empower the Commission to deliver on its ambitious strategic priorities. Together with the executive management team, the aim is to bolster FCCC's role in promoting a marketplace that benefits all Fijians. I have every confidence that their efforts will drive positive impacts for businesses and consumers across Fiji," said Abraham.

The FCCC Board will play a crucial role in advancing key strategic priorities for 2025 including:

- Market studies in groceries, pharmaceuticals, housing affordability, and hardware sectors.
- Investigations into spare parts, batteries, pesticides, and fertilisers.
- Enhancing regulatory transparency and leadership in research.
- Establishing a Scam Watch Centre in collaboration with international partners.
- Addressing competition and consumer issues related to digital platforms, sustainability claims, and essential services like energy and telecommunications.
- Accelerating digitalisation and decentralisation of FCCC services to improve accessibility for the public.

The Board will also address emerging challenges such as digital scams, global market shifts, and sustainable practices to ensure that Fijian markets operate fairly, transparently, and efficiently.

FCCC is committed to ensuring that Fijian markets operate efficiently and equitably, improving the lives of Fijians by empowering both consumers and businesses to confidently participate in the economy.

### **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-**



(FCCC Board Chairman, Mr Cecil Arthur Cakobau Browne)