



Media Release

FCCC Appoints Ms Senikavika L. Jiuta as Chief Executive Officer

28 March 2025

The Fijian Competition and Consumer Commission (FCCC) is pleased to announce the appointment of the new incoming Chief Executive Officer, Ms Senikavika L. Jiuta.

Ms Jiuta has a proven track record of commitment to consumer rights, fairness, and strong governance, as well as notable experience in regulatory leadership and the Fijian judiciary system.

Deputy Prime Minister and Minister for Trade, Co-operatives, Small and Medium Enterprises, and Communications, Honourable Manoa Kamikamica commented:

"The appointment of Ms Senikavika L. Jiuta as Chief Executive Officer of FCCC is a significant step forward for the Commission and for Fiji's regulatory landscape. Her leadership comes at a pivotal time, bringing a fresh perspective that will help shape the future direction of FCCC while honoring the solid foundation built by Mr Joel Abraham for the Fijian Consumers. As markets evolve and new challenges emerge, her expertise will be invaluable in driving forward consumer protection, fair competition, and sustainable economic practices for the benefit of all Fijians".

FCCC Board Chairman, Mr Cecil Browne welcomed Ms Jiuta on behalf of the Board, and highlighted her proven track record in regulatory excellence, strategic clarity, and collaborative leadership.

"Ms Jiuta's proven commitment to consumer rights, her strong legal acumen, and her history of strategic leadership positions will help her steer FCCC towards achieving greater milestones," noted Mr Browne.

"Her commitment to excellence, combined with her understanding of Fiji's unique economic and social landscape, are invaluable assets. Her appointment as the first female CEO for FCCC also underscores FCCC's unwavering commitment to diversity, inclusion, progressive leadership, and ensuring Fiji's consumers and markets operate fairly, transparently, and sustainably."

Prior to her new appointment, Ms Jiuta served as a Resident Magistrate, where she adjudicated a wide range of civil, criminal, and family law matters. Before that role, she held senior leadership roles at FCCC, including Manager Legal, Risk Management, and Governance and General Manager Operations, playing a major role in implementing strategic initiatives, strengthening regulatory frameworks, and driving key reforms.

Speaking about her appointment, Ms Jiuta expressed deep gratitude and enthusiasm for the opportunity to return and lead FCCC.

“I am humbled and excited to rejoin FCCC as Chief Executive Officer,” said Ms Jiuta.

“The Commission has always been close to my heart, and I look forward to building upon its strong foundation to ensure fair competition and robust consumer protection across Fiji. FCCC’s role is crucial in balancing consumer protection with fostering competitive and fair market practices is central to Fiji’s economic well-being.”

“As CEO, my goal will be to ensure that we will continue to uphold the highest standards of consumer protection, fair trading, economic sustainability, and social responsibility. In addition, we want to ensure that emerging challenges such as increasing scams and unfair market practices in the digital landscape are proactively addressed,” said Ms Jiuta.

Ms Jiuta will lead the FCCC team in continuing to drive regulatory reforms aligned with the best international practices while bringing organizational excellence and remaining grounded in the needs of the Fijian people.

For any queries or for more information on the release please contact the FCCC at 8921991 or email media@fccc.gov.fj.

Visit our Facebook page <https://www.facebook.com/FijianCCC> , or on our website www.fccc.gov.fj any other FCCC related information’s.

-Ends-

