



## Media Release

### FCCC Secures Multiple Court Fines Totaling \$50,000 for Misleading Representations

8 April 2025

The Fijian Competition and Consumer Commission (FCCC) welcomes recent rulings by the Magistrates' Courts in Nausori and Nadi, which collectively imposed fines totaling \$50,000 against two traders for engaging in false and misleading representations, in breach of the FCCC Act 2010.

The Nausori Magistrates' Court fined a welding business \$25,000 for deceptive claims regarding the quality standards of stainless-steel railings supplied and installed at a consumer's residence. Despite assurances that the products met specific quality standards, they failed to do so, resulting in financial loss and dissatisfaction for the consumer.

In a separate case, the Nadi Magistrates' Court also imposed a \$25,000 fine on a trader for misleading representations about vehicle warranty coverage. The court found that the trader had falsely claimed warranty protection that did not exist—an act that misled and disadvantaged the consumer.

FCCC Chief Executive Officer, Ms Senikavika L. Jiuta, reaffirmed the Commission's zero-tolerance stance toward unethical conduct in the marketplace.


*"Quality and accuracy in consumer representations are non-negotiable. FCCC will not hesitate to act against traders whose deceptive practices harm consumers. These rulings send a strong message: misleading Fijian consumers carries serious legal consequences,"* said Ms Jiuta.

The courts highlighted the gravity of such conduct, noting that the penalties imposed serve both as a punishment and a deterrent. False claims about product quality or warranty coverage not only erode consumer trust but also give dishonest businesses an unfair advantage.

Ms Jiuta added:

*"These judgments highlight the serious repercussions for businesses that prioritise profit over integrity. Whether intentional or not, misleading claims are unacceptable. Businesses must operate with transparency, honesty, and fairness."*

Under the FCCC Act 2010, any false or misleading representation—regardless of form—is strictly prohibited. Misleading consumers about warranties, in particular, raises a false sense of security and can result in serious harm when those warranties are not honoured.



FCCC encourages consumers to remain vigilant and report any misleading or deceptive business practices. Public engagement is vital to maintaining integrity and trust in Fiji's marketplace.

For any concerns or to report any issues, please contact FCCC on 8921991 or email [helpdesk@fccc.gov.fj](mailto:helpdesk@fccc.gov.fj), or through any of the channels at <https://linktr.ee/fijianccc>.

### **About FCCC**

FCCC is Fiji's sole consumer protection enforcement agency, mandated to enforce fair trading, competition, and consumer protection laws in Fiji. FCCC remains committed to ensuring that consumers are protected from unfair business practices, and businesses operate within fair and ethical standards.

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