



Media Release

Over 700 Pre-Easter Inspections Conducted: FCCC Warns Non-Compliant Traders and Signals Stronger Enforcement Ahead

18 April 2025

The Fiji Competition and Consumer Commission (FCCC) has issued a strong warning to traders who breached consumer protection laws during its nationwide pre-Easter inspection campaign, reaffirming its zero-tolerance approach to unfair and illegal market practices. This comes as FCCC concludes its pre-Easter inspection campaign, which saw over 700 inspections conducted across the country.

The inspections, which targeted retail outlets, supermarkets, and other key businesses, uncovered 53 cases of non-compliance — with traders issued warnings for possible prosecution. The most common breaches included failure to display prices of items and selling goods above the authorised Maximum Retail Price (MRP).

FCCC CEO, Senikavika L. Jiuta, reminded traders to remain compliant, as there will be zero tolerance of unethical behaviour.

“We want to be absolutely clear — there is no room for excuses. The law is not a suggestion, and businesses that try to take advantage of consumers will be held fully accountable,” said Ms Jiuta.

“During our post-Easter inspections next week, we will be following up to ensure that the necessary corrective actions have been taken by those found in breach. Traders who continue to ignore their legal obligations will face the appropriate enforcement action.”

FCCC reiterates that compliance with the FCCC Act 2010 is not optional — it is a basic requirement for doing business in Fiji.

Ms Jiuta added that FCCC is re-examining internal processes and actively strengthening its enforcement operations to better serve Fijians.

“We recognise the need to continually evolve as a regulator. This includes actively reviewing and working on streamlining key processes — from how complaints are lodged to how licences are processed — to make things easier and more efficient for both consumers and traders.”

“These efforts reflect our deep commitment to a culture of continual improvement,



where we can find ways to deliver faster, fairer, and more responsive services across all areas of our work.”

FCCC urges the public to remain vigilant. If you see any signs of unfair trading, report it to us via any of our 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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