



@CCoFiji



Consumer Council of Fiji



www.consumersfiji.org



Mobile App

06 March 2026

PRESS RELEASE

Council Launches Week-Long Campaign on Safe Products, Confident Consumers

Today, the Consumer Council of Fiji celebrated the World Consumer Rights Day 2026, officially launching a comprehensive campaign on product safety. Under the global theme ‘Safe Products, Confident Consumers,’ the event brought together government representatives, business leaders, civil society organizations, students, and members of the media to highlight the critical importance of product safety and consumer confidence in Fiji.

Officiating the launch, in his keynote address, Hon. Esrom Immanuel, Minister for Commerce and Business Development, pushed for independent, robust government institutions to push the agenda on product safety and consumer protection. “Consumer confidence requires institutions that are independent, transparent, as well as courageous. In Fiji, ensuring product safety is a shared responsibility. Government agencies play a central role in setting standards, conducting inspections, and enforcing compliance,” said the Honourable Minister.

The Minister also reiterated the need for adequate safety measures in the marketplace, while denouncing negligent business practices. “The cost of negligence whether through sub-standard goods, misleading advertisements, counterfeit products, or weak enforcement, is measured not only in dollars but in day-to-day lives, as well as in broken faith. Safe products create confidence on consumers. And confident consumers create strong economies,” said Hon Immanuel.

In her opening address, Consumer Council CEO, Ms. Seema Shandil, emphasized that consumer protections are not abstract concepts, but practical safeguards that affect the daily lives of every Fijian, from the food we eat to the appliances we use.

“When we purchase a product, we often ask, ‘Will this last? Is this safe? Is this really good quality?’ Quality is not about luxury; quality is about life,” said Ms. Shandil. “Behind every complaint we receive, whether a faulty refrigerator, a malfunctioning phone, or a hazardous appliance, there is a household facing inconvenience, financial loss, or even risk to safety. Our goal is to move consumers from blind trust to informed confidence.”

Ms. Shandil shared that between 2023 and early 2026, the Council registered 1,596 complaints related to faulty or defective products, totalling approximately \$1.29 million FJD in value. She highlighted that product safety is a shared responsibility: businesses must prioritise quality, regulators must enforce standards, and consumers must ask questions, read labels, and report unsafe products.

Head Office

Level 5 Vanua House
Victoria Parade GPO, Suva
Phone: 3300792/3310183
CEO: 3305864
Fax: 3300115
Email: complaints@consumersfiji.org

Lautoka/West

Suite 4 Popular Building
Vidilo Street
P.O. Box 5396, Lautoka
Phone: 6664987
Email: consumerlwk@connect.com.fj

Labasa/North

Shop 2, Mudaliar Investment
Sangam Avenue Street
P.O. Box 64, Labasa
Phone: 8812559
Email: colbs@connect.com.fj



@CCoFiji



Consumer Council of Fiji



www.consumersfiji.org



Mobile App

The launch featured discussions from diverse stakeholders on strategies to enhance consumer protection and product safety.

The Consumer Council of Fiji thanks all stakeholders for their continued support in promoting consumer rights, product safety, and consumer confidence. For further information, please contact the Consumer Council of Fiji at 3300792.

Head Office

Level 5 Vanua House
Victoria Parade GPO, Suva
Phone: 3300792/3310183
CEO: 3305864
Fax: 3300115
Email: complaints@consumersfiji.org

Lautoka/West

Suite 4 Popular Building
Vidilo Street
P.O. Box 5396, Lautoka
Phone: 6664987
Email: consumerltk@connect.com.fj

Labasa/North

Shop 2, Mudaliar Investment
Sangam Avenue Street
P.O. Box 64, Labasa
Phone: 8812559
Email: colbs@connect.com.fj