



**Fiji Commerce
& Employers
Federation**
THE VOICE OF THE PRIVATE SECTOR

PRESS RELEASE

Call for clear and precise plans and messaging during crisis

**Wednesday 1 April, 2026
FOR IMMEDIATE RELEASE**

The Fiji Commerce & Employers Federation (FCEF) is calling on the Government to clearly communicate its plans and messaging, in relation to the fuel crisis.

“The assurance that we have adequate fuel for 90 days and that there will be no price hike and then the overnight announcement of price increases of four products is not generating confidence within the private sector”, said Mr Edward Bernard, Chief Executive Officer (CEO) - FCEF. He added that in times of crisis, it is imperative that there are clear and precise plans and messaging reaching businesses and the public.

Business continuity depends on advanced planning and robust contingency plans against disruptions.

“An overnight increase of up to 35% for diesel and 20% for petrol, impacts heavily on business planning, and will have a direct impact on goods and services. While most businesses have a business continuity plan, understanding our governments plan of action and have this clearly communicated is imperative”, says Eldon Eastgate – General Manager Pacific Islands at Essity Australasia (Fiji) Ltd & FCEF President

Therefore, it is imperative a clear plan and consistent messaging is communicated and at the right time.

“The private sector acknowledges Government constraints, and recognises that this is a global crisis - which will translate to an increase in the cost of doing business. However, Government must ensure that our alignment to ensuring the ease of doing business is maintained – this requires clear and precise planning, and messaging”, said Mr Bernard.

FCEF is grateful for the appointment of a Fuel Controller, a Fuel Advisory Committee and a Cabinet Sub-Committee on Fuel a few weeks ago. The business community and public are looking forward to hearing about any national plans that will support business sustainability so that customers can be adequately served and workers can continue to be employed.

FCEF has also written to the Fuel Controller indicating the importance of ensuring that the private sector's contributions is included in the drafting of the regulations to support contingency measures, including the ability to prioritize fuel allocation.

FCEF strongly advises all businesses to activate their Business Continuity Plans (BCP).

-END-

For enquiries, please contact:

Mrs Gaylene Kamali

Manager Advocacy and Corporate Communication, Fiji Commerce &
Employers Federation

T: +679 331 3188 | M: +679 9983098 | E: macc@fcef.com.fj |