
PRESS RELEASE

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SPX Expands Awareness and Outreach, Sees Rise in Investor Participation



Suva, Fiji – The South Pacific Stock Exchange (SPX) is proud to announce a significant expansion in its investor education and awareness outreach in 2025, reaching more Fijians across villages, schools, and institutions as part of its “Invest for Tomorrow” campaign.

Over 80 community visits and engagements have been conducted across Fiji so far in 2025, targeting schools, villages, and both private and government institutions and other segments of the public. SPX has also actively participated in a number of national expos and regional roadshows, positioning the stock market as a credible investment and savings option alongside other financial products. On the electronic media front, SPX continues to deliver multilingual educational content through regular appearances on TV and radio, while also leveraging its social media platforms to engage, inform, and educate the wider public. These efforts reflect SPX’s strong commitment to raising awareness about share investment opportunities which aims to reshape how Fijians view investment.

This strategic effort is already contributing towards yielding positive results. From January to May 2025, SPX recorded a 200% increase in new investors compared to the same period last year, an encouraging sign that more Fijians are taking the first steps toward building long-term wealth through the stock market.

Trading activity also reflects this shift. When excluding large negotiated block deals which are typically driven by institutional investors, there has been a 20% increase in the value of all other trades compared to the same

five-month period in 2024. This points to a meaningful rise in individual investor participation, suggesting that individual investors are becoming more active and engaged in the market.

SPX Chief Executive Officer, Sheraj Obeyesekere, noted “We’ve been deliberate in taking the message of the stock market to the grassroots, not just because it’s good for the market, but because the public deserves to know that they too, can invest and own a share in 20 Fijian companies, an investment offering the potential for attractive returns. A well-functioning stock market depends on active participation from everyday Fijians. These awareness efforts are part of a long-term strategy to expand public engagement and lay the groundwork for a more vibrant, liquid, and inclusive stock market in Fiji.”

Each of these outreach sessions is attended by members of the SPX Investor Education and Awareness team, along with representatives from licensed stockbroker firms, who play a crucial role in explaining the investment process. The sessions include simple, relatable presentations on how to invest in shares, the importance of financial literacy, and how savings can be grown through informed investment decisions. These efforts aim to break down misconceptions and make stock market investing accessible and understandable to all Fijians.

If you would like SPX to visit your school, office, institution, community or village to conduct a free awareness session on stock market investing and financial literacy, please contact jese@spx.com.fj to make arrangements.

About SPX: The South Pacific Stock Exchange (SPX) is Fiji's only securities exchange, licensed by the Reserve Bank of Fiji under the Companies Act 2015. It facilitates capital raising in the primary market and offers a fair, transparent platform for secondary market trading. The SPX has two wholly owned subsidiary companies; Central Share Registry Pte Limited (CSRL) and the SPX Trustees Limited (SPXT). FHL Stockbrokers Pte Limited (FHLS), Kontiki Stockbroking Pte Limited (KSB) and FijiStock Brokers Pte Limited (FSB) are the licensed stockbroker firms operating in the stock market in Fiji.

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