



COMESA Competition Commission

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**Common Market for Eastern
and Southern Africa**

CCC Merger Inquiry Notice No. 10 of 2018

Notice of Inquiry into the Acquisition of Raya Brewery Share Company by B.I.H. Brasseries Internationales Holding Limited and BGI Ethiopia

It is hereby notified in terms of Article 26(6) of the COMESA Competition Regulations (hereinafter referred to as the “Regulations”) that the COMESA Competition Commission (the “Commission”), after receiving a notification in terms of Article 24 of the Regulations B.I.H. Brasseries Internationales Holding Limited (“BIH”), BGI Ethiopia and Raya Brewery Share Company (“Raya”), intends to embark on an inquiry in terms of Article 26 of the Regulations.

The parties submitted that BIH and BGI Ethiopia, which are both part of the Castel Group, are engaged in the manufacture, distribution and sale of alcoholic and non-alcoholic beverages, including beer, in Ethiopia, the Democratic Republic of Congo, Madagascar and Malawi. The Castel Group is a beverages company founded in France in 1949 by Mr. Pierre Castel, out of a wine trading company. The Castel Group developed its activities in two main directions, the wine business on the one hand, and the beer, soft drink and water business on the other.

It was submitted that the target, Raya, was established in Ethiopia in April 2011 and is engaged in the manufacture, distribution and sale of beer in Ethiopia only and does not achieve any sales in the rest of the Common Market.

The transaction involves the acquisition of sole control in Raya by the Castel Group, which already holds 42% in Raya. The proposed transaction entails the acquisition of 25% supplementary shareholding in Raya by the Castel Group.

The Commission will, in accordance with the provisions of the Regulations, determine among other things whether or not the merger is likely to substantially prevent or lessen competition within the Common Market. In view of this, the Commission hereby gives notice to all interested stakeholders, including competitors, suppliers and customers of the merging parties to submit written representations to the Commission with regard to the subject matter of the proposed inquiry by emailing them to: smaseko@comesa.int. All written representations should be sent to the Commission not later than **14th April 2018**.

Should you require any clarification or additional information, please do not hesitate to contact our **Ms. Siboniselizulu Maseko** on +265 1 772 466 or via email at smaseko@comesa.int.

All written representations submitted to the Commission will be treated with the strictest confidentiality and will only be used for the purpose of this inquiry.