



COMESA Competition Commission

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Common Market for Eastern  
and Southern Africa

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**COMESA Competition Commission Concludes Assessment of Anheuser-Busch InBev SA/NV Distribution Agreements**

The COMESA Competition Commission (the “Commission”) wishes to inform interested stakeholders and the general public that on 3<sup>rd</sup> April 2020, it concluded the assessment of the distribution agreements entered into between Anheuser-Busch InBev SA/NV (“AB InBev”) and third-party distributors the Common Market.

AB InBev submitted an application for authorisation of its distribution agreements with third-party distributors pursuant to Article 20 of the COMESA Competition Regulations (“the Regulations”) as reported on the Commission’s [website](#). The Commission assessed the distribution agreements to determine, among other things, whether or not the agreements are likely to affect trade between Member States and have as their object or effect the prevention, restriction or distortion of competition within the Common Market. The Agreements affected the following Member States: Comoros, DRC, Djibouti, Kenya, Libya, Malawi, Mauritius, Seychelles, Uganda and Zambia.

The Commission noted that the distribution agreements contain clauses which may have the effect of restricting distributors from selling outside their allocated territories. The Commission invited AB InBev to propose Undertakings to remedy the likely harm.

The Commission determined that the proposed Undertakings made by AB InBev were satisfactory to remedy the likely harm. Therefore, in accordance with Rule 62 of the COMESA Competition Rules, the Commission authorised the distribution agreements **subject to the fulfilment of the Undertakings.**

For any queries, please contact the Registrar, Ms Meti Disasa on tel: +265 1 772 466 or email [mdisasa@comesa.int](mailto:mdisasa@comesa.int).