



COMESA Competition Commission

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Common Market for Eastern
and Southern Africa

31st March 2022

CCC Merger Inquiry Notice No. 17 of 2022

Notice of Inquiry into the Proposed Merger between B.G.I Ethiopia Private Limited and Meta Abo Brewery Share Company

It is hereby notified in terms of Article 26(6) of the COMESA Competition Regulations (the “**Regulations**”) that the COMESA Competition Commission (the “**Commission**”), after receiving a notification in terms of Article 24 of the Regulations regarding a proposed merger between B.G.I Ethiopia Private Limited (“**BGI Ethiopia**”) as the acquiring undertaking and Meta Abo Brewery Share Company (“**Meta Abo**”) as the target, intends to embark on an inquiry in terms of Article 26 of the Regulations.

BGI Ethiopia, part of the Castel Group and four other persons, namely, Feven Mulat, Laurent Lescuyer, Julien Flecheux and Amdémichael Getahun, employees of the Castel Group intend to acquire from Guinness Overseas Holdings Limited (which is a company of Diageo group), and four natural persons, a stake of 100% in Meta Abo.

The Castel Group is a beverages company founded in France in 1949 by Mr. Pierre Castel, out of a wine trading company. The activities of the Castel Group can be classified into the wine business on the one hand, and the beer, soft drink and water business on the other. The acquiring group is active in the following COMESA Member States: Democratic Republic of Congo, Ethiopia, Madagascar, Malawi and Tunisia.

Meta Abo produces and sells beer and non-alcoholic refreshment beverages. Meta Abo is active in Ethiopia only in the Common Market.

The Commission will, in accordance with the provisions of Article 26 of the Regulations, determine, among other things, whether or not the proposed transaction is likely to substantially prevent or lessen competition within the Common Market and whether it would be contrary to the public interest.

In view of this, the Commission hereby gives notice to all interested stakeholders, including competitors, suppliers and customers of the parties to the proposed transaction to submit written representations to the Commission with regard to the subject matter of the proposed inquiry by emailing them to: akamanga@comesa.int. All written representations should be sent to the Commission not later than **15th April 2022**.

If you wish to seek further details and/or clarifications on any aspect of this proposed transaction or need assistance you may get in touch with **Mr. Ali Kamanga, Senior Analyst, Mergers and Acquisitions** on Tel: +265 (0) 1 772 466 or akamanga@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.