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**Common Market for Eastern  
and Southern Africa**

## **CCC Merger Inquiry Notice No. 9 of 2013**

### **Notice of Inquiry into the Transaction involving the Merger between Roots Group Arabia (“RGA”) and Ideal Standard MENA (“IS MENA”)**

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It is hereby notified in terms of Article 26(6) of the COMESA Competition Regulations of 2004 (the Regulations) that the COMESA Competition Commission (the ‘Commission’) after receiving a merger notification in terms of Article 24 of the Regulations regarding the merger between RGA and IS MENA intends to embark on an inquiry in terms of Article 26 of the Regulations.

The transaction in respect of which approval is sought from the Commission involves RGA as the acquiring firm, Ideal Standard International Holding Sarl (“ISIH”) as the selling firm and IS MENA as the target firm. RGA and ISIH have entered into a Sale and Purchase Agreement (“SPA”) pursuant to which RGA has acquired 40% shareholding in IS MENA from ISIH.

RGA is a company incorporated in accordance with the laws of the Kingdom of Saudi Arabia. RGA is a supplier of building and construction materials, tools and equipment. RGA supplies these products primarily within the Kingdom of Saudi Arabia and the Middle East region. The Ideal Standard Group (the “IS Group”) is a global manufacturer and seller of sanitary and bathroom products. Ideal Standard International is a privately-owned company headquartered in Brussels, Belgium, operating independently in Europe, Middle East and Africa as well as in Latin America. With bathroom products as its core business, the company provides bathroom furnishings, fixtures and shower enclosures for residential, commercial and institutional buildings. Ideal Standard is the company’s international flagship brand for bathroom solutions. The company employs over 11,000 people and operates in over 20 countries.

The Commission will, in accordance with the provisions of Article 26 of the Regulations, determine among other things whether or not the merger is likely to substantially prevent or lessen competition within the Common Market for Eastern and Southern Africa (the “Common Market”). 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 in regard to the subject matter of the proposed inquiry by emailing them to: [wmwemba@comesa.int](mailto:wmwemba@comesa.int). All written representations should be sent to the Commission not later than **Friday, 8<sup>th</sup> November 2013**.

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. Willard Mwemba, Manager Mergers and Acquisitions** on Tel: +265 (0) 1 772466 or E-mail [wmwemba@comesa.int](mailto:wmwemba@comesa.int)

I wish to assure you that all the information you will make available to the Commission shall be treated with the strictest confidentiality and will only be used for the purpose of this inquiry.

**George K. Lipimile,  
Director & Chief Executive Officer**