



**COMESA Competition Commission**

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**Common Market for Eastern  
and Southern Africa**

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## **CCC Merger Inquiry Notice No. 18 of 2018**

### **Notice of Inquiry into the Acquisition of Cepar Ltd and Zebidar Brewery S.C by B.I.H. Brasseries Internationales Holding Limited**

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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 from B.I.H. Brasseries Internationales Holding Limited (“**BIH**”), Cepar Ltd (“**Cepar**”) and Zebidar Brewery S.C (“**Zebidar**”), intends to embark on an inquiry in terms of Article 26 of the Regulations.

The parties submitted that BIH is a holding company of the Castel Group. 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; and the beer, soft drink and water business. In the Common Market, BIH is engaged, through its subsidiaries, in the manufacture, distribution and sale of alcohol, including beer, and non-alcoholic beverages in Ethiopia, the Democratic republic of Congo, Madagascar and Malawi.

It was submitted that the target, Cepar is a limited liability company incorporated in Mauritius which holds a 58.19% stake in Zebidar. Zebidar, established in Ethiopia, is a brewing company engaged in the manufacture, distribution and sale in Ethiopia and does not achieve any sales in the rest of the Common Market.

The transaction involves the acquisition of a 100% stake in Cepar by BIH. Following the transaction, BIH shall have sole control over Cepar, and indirectly, over Zebidar.

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](mailto:smaseko@comesa.int). All written representations should be sent to the Commission not later than **15<sup>th</sup> June 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](mailto: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.