



**COMESA Competition Commission**

Kang'ombe House, 5th Floor-West Wing  
P.O.Box30742  
Lilongwe3, Malawi  
Tel: +26501 772466  
+265 (0) 999 970 269  
Email- compcom@comesa.int



**Common Market for Eastern  
and Southern Africa**

---

**CCC Merger Inquiry Notice No. 14 of 2016**

**Notice of Inquiry into the Acquisition of Blue Nile Cigarette Company Limited by  
British American Tobacco Middle East DMCC**

---

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 involving British American Tobacco Middle East DMCC ("BAT Middle East") and Blue Nile Cigarette Company Limited ("BNCC"), intends to embark on an inquiry in terms of Article 26 of the Regulations.

The Transaction involves the acquisition of 100% of the share capital of BNCC by BAT Middle East.

BAT Middle East, the acquiring undertaking, is a company registered in the United Arab Emirates and is a subsidiary of the British American Tobacco group (the "BAT group"). BAT Middle East is active in the manufacture and sale of tobacco products. The BAT group operates in the following Member States: Comoros, Democratic Republic of Congo, Djibouti, Egypt, Eritrea, Ethiopia, Kenya, Libya, Malawi, Mauritius, Rwanda, Sudan, Swaziland, Uganda, Zambia, and Zimbabwe.

BNCC, the target undertaking, is a company incorporated in Sudan under the Companies Ordinance, 1925. BNCC is only active in Sudan. Prior to the Transaction, BNCC manufactured and distributed cigarette sticks both under its own brands and under license on behalf of the BAT 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: [wmwemba@comesa.int](mailto:wmwemba@comesa.int). All written representations should be sent to the Commission not later than **5<sup>th</sup> July 2016**.

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 for Mergers and Acquisitions**, on +265 (0) 1 772 466 or via email at [wmwemba@comesa.int](mailto:wmwemba@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.