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(Announcements)

PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION
POLICY

EUROPEAN COMMISSION

Prior notification of a concentration

(Case COMP/M.6678 — Procter & Gamble/Arbora)

Candidate case for simplified procedure

(Text with EEA relevance)

(2012/C 226/11)

1. On 20 July 2012, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ⁽¹⁾ by which The Procter & Gamble Company ('P&G', USA) acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the undertaking Arbora SA ('Arbora', Spain) by way of purchase of shares.
2. The business activities of the undertakings concerned are:
 - for P&G: production of household care, beauty and health care and baby and family care products,
 - for Arbora: manufacture, marketing and sale of feminine sanitary protection products, adult incontinency products, nappies and hygiene and baby wet wipes.
3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of the EC Merger Regulation. However, the final decision on this point is reserved. Pursuant to the Commission Notice on a simplified procedure for treatment of certain concentrations under the EC Merger Regulation ⁽²⁾ it should be noted that this case is a candidate for treatment under the procedure set out in the Notice.
4. The Commission invites interested third parties to submit their possible observations on the proposed operation to the Commission.

Observations must reach the Commission not later than 10 days following the date of this publication. Observations can be sent to the Commission by fax (+32 22964301), by email to COMP-MERGER-REGISTRY@ec.europa.eu or by post, under reference number COMP/M.6678 — Procter & Gamble/Arbora, to the following address:

European Commission
Directorate-General for Competition
Merger Registry
J-70
1049 Bruxelles/Brussel
BELGIQUE/BELGIË

⁽¹⁾ OJ L 24, 29.1.2004, p. 1 (the 'EC Merger Regulation').

⁽²⁾ OJ C 56, 5.3.2005, p. 32 ('Notice on a simplified procedure').