V

(Announcements)

PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION POLICY

EUROPEAN COMMISSION

Prior notification of a concentration

(Case COMP/M.6753 — Orkla/Rieber & Søn)

(Text with EEA relevance)

(2013/C 31/14)

1. On 28 January 2013, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ([1]) by which the undertaking Orkla ASA ('Orkla', Norway) acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of the undertaking Rieber & Søn ('Rieber', Norway) by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— for Orkla: (i) manufacture and sale of aluminium profiles, (ii) financial investments, and (iii) processing and sale of food, drink, snack and other products to retail shops and food service customers,

— for Rieber: manufacture and sale of branded food products primarily to the grocery and out of home channels.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope the EC Merger Regulation. However, the final decision on this point is reserved.

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 e-mail to COMP-MERGER-REGISTRY@ec.europa.eu or by post, under reference number COMP/M.6753 — Orkla/Rieber & Søn, 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').