Prior notification of a concentration
(Case COMP/M.5804 — Samsung Electronics Co/Samsung Digital Imaging Co)
(Text with EEA relevance)
(2010/C 53/05)

1. On 24 February 2010, 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 Samsung Electronics Co, Ltd (‘SEC’, South Korea) enters into a full merger within the meaning of Article 3(1)(a) of the EC Merger Regulation with the undertaking Samsung Digital Imaging Co, Ltd (‘SDIC’, South Korea).

2. The business activities of the undertakings concerned are:
— for undertaking SEC: manufacture and sale of household appliances, mobiles phones and communication systems, semi-conductors and LCD display panels,
— for undertaking SDIC: development, manufacture and sale of digital cameras.

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.

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.5804 — Samsung Electronics Co/Samsung Digital Imaging Co, to the following address:

European Commission
Directorate-General for Competition
Merger Registry
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