

Prior notification of a concentration
(Case COMP/M.4533 — SCA/P&G (European Tissue Business))

(Text with EEA relevance)

(2007/C 154/08)

1. On 2 July 2007, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ⁽¹⁾, by which Svenska Cellulosa Aktiebolaget SCA AB ('SCA', Sweden) acquires, within the meaning of Article 3(1) (b) of the Council Regulation, sole control over the European consumer tissue business of Procter and Gamble plc ('P&G ECT') by way of purchase of assets.
2. The business activities of the undertakings concerned are:
 - for SCA: development, production and sale of personal care products, tissue, packaging, paper and solid wood and in particular consumer tissue products;
 - for P&G ECT: business division of P&G which supplies toilet paper, household towels and hanky/facials in Europe.
3. On preliminary examination, the Commission finds that the notified concentration could fall within the scope of Regulation (EEC) No 139/2004. 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 ((32-2) 296 43 01 or 296 72 44) or by post, under reference number COMP/M.4533 — SCA/P&G (European Tissue Business) to the following address:

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

⁽¹⁾ OJL 24, 29.1.2004, p. 1.