

Prior notification of a concentration
(Case COMP/M.4811 — Cetelem/Findomestic)
Candidate case for simplified procedure

(Text with EEA relevance)

(2007/C 190/08)

1. On 7 August 2007, 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 Cetelem S.A. ('Cetelem', France) controlled by the Groupe BNP Paribas S.A. ('BNPP', France), acquires within the meaning of Article 3(1)(b) of the Council Regulation control of the whole of Findomestic Banca S.p.A. ('Findomestic', Italy), currently under the joint control of Cetelem and Cassa di Risparmio di Firenze S.p.A. ('CRF', Italy), by way of purchase of shares.

2. The business activities of the undertakings concerned are:

- Cetelem: consumer credit and other financial services for consumers in France and internationally,
- BNPP: retail, investment and private banking,
- Findomestic: consumer credit in Italy.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of Regulation (EC) No 139/2004. However, the final decision on this point is reserved. Pursuant to the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004 ⁽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 ((32-2) 296 43 01 or 296 72 44) or by post, under reference number COMP/M.4811 — Cetelem/Findomestic, to the following address:

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

⁽¹⁾ OJ L 24, 29.1.2004, p. 1.

⁽²⁾ OJ C 56, 5.3.2005, p. 32.