

V

*(Announcements)*PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION
POLICY

EUROPEAN COMMISSION

Prior notification of a concentration**(Case COMP/M.6321 — Buitenfood/Ad van Geloven Holding/JV)****(Text with EEA relevance)**

(2011/C 341/07)

1. On 16 November 2011 the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ⁽¹⁾ by which the undertakings NPM Capital N.V. ('NPM', the Netherlands), a subsidiary of SHV Holdings N.V. ('SHV', the Netherlands) and Lion Capital LLP ('Lion', United Kingdom) acquire within the meaning of Article 3(1)(b) of the Merger Regulation joint control of a newly created joint venture ('the JV', the Netherlands) controlling Buitenfood B.V. ('Buitenfood', the Netherlands), previously owned by NPM, and Ad van Geloven Holding B.V. ('AvG', the Netherlands), previously owned by Lion, by way of purchase of shares.

2. The business activities of the undertakings concerned are:

- for NPM: private equity investment in various industry sectors,
- for SHV: trade and distribution of liquefied petroleum gas, trade in food and non-food consumer articles, provision of private equity, exploration and production of oil and gas, heavy lifting and renewable energy,
- for Lion: private equity investment, mainly in companies that are engaged in the production and/or sale of consumer branded goods,
- for Buitenfood: production and sale of frozen snacks for the retail market and out-of-home market; production of private label frozen snack products for retailers and wholesalers on the out-of-home market,
- for AvG: production and sale of frozen snacks for the retail market and out-of-home market; production of private label frozen snack products for retailers and wholesalers on the out-of-home market,
- for the JV: production and sale of frozen snacks mainly in the Netherlands and Belgium.

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.

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

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.6321 — Buitenfood/Ad van Geloven Holding/JV, to the following address:

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