

Prior notification of a concentration**(Case M.10018 — ifm electronic/Endress+Hauser Group Services/Automation24/Process+Lab Devices Online)****Candidate case for simplified procedure****(Text with EEA relevance)**

(2020/C 412/11)

1. On 19 November 2020, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ⁽¹⁾.

This notification concerns the following undertakings:

- Automation24 GmbH ('Automation24', Germany), controlled by ifm electronic GmbH ('ifm electronic', Germany), belonging to ifm stiftung & co, kg ('ifm', Germany).
- Process+Lab Devices Online GmbH ('PLDO', Switzerland), controlled by Endress+Hauser Group Services AG ('E+H Group Services', Switzerland), belonging to Endress+Hauser AG ('E+H', Switzerland).

ifm electronic and E+H Group Services acquire within the meaning of Article 3(1)(b) of the Merger Regulation joint control of the whole of Automation24 and PLDO. Automation24 and PLDO then merge into a joint venture.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

- Automation24: operator of an international country- and language-specific online shop for standard products in the field of automation and control systems from various manufacturers.
- ifm electronic: distribution and service company within ifm.
- ifm: operates worldwide as a developer, producer and distributor of sensors, controllers, software and systems to be used as standard products for industrial automation.
- PLDO: operator of a cross-industry and multi-brand online shop for industrial automation products.
- E+H Group Services: company providing management and support services within the E+H Group.
- E+H: company that develops, produces and distributes products in the area of process automation and laboratory instrumentation.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of the Merger Regulation. 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. The following reference should always be specified:

M.10018 — Ifm Electronic/Endress+Hauser Group Services/Automation24/Process+Lab Devices Online

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

⁽²⁾ OJ C 366, 14.12.2013, p. 5.

Observations can be sent to the Commission by email, by fax, or by post. Please use the contact details below:

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