



FAIR COMPETITION COMMISSION



IN THE MATTER OF THE NOTIFICATION OF A MERGER BY
KANSAI PLASCON EAST AFRICA PROPRIETARY TO ACQUIRE THE
ENTIRE SHARES OF SADOLIN PAINTS (TANZANIA) LIMITED

PUBLIC NOTICE

(Made under Section 65 (2) (g) of the Fair Competition Act Cap No. 8 of 2003 and Rules 42 (5) and 49 of the Fair Competition Commission Procedure Rules, 2013)

The Fair Competition Commission (FCC) is an independent statutory body established under the Fair Competition Act No. 8 of 2003 (FCA) with the object of enhancing the welfare of the people of Tanzania by promoting and protecting effective competition in markets and preventing unfair and misleading market conduct throughout Tanzania Mainland.

Under the same Act, the FCC has powers to investigate, *inter alia*, entry into and exit from markets. The FCC has received a merger notification to the effect that **Kansai Plascon East Africa Proprietary Limited (The Acquiring Firm)**, a wholly owned subsidiary of Kansai Mauritius, which is incorporated in accordance with the laws of Mauritius intends to acquire entire shares in **Sadolin Paints (Tanzania) Limited (the Target Firm)**, which is a limited liability company incorporated and registered in Tanzania.

Kansai Plascon East Africa Proprietary Limited is a holding company with subsidiaries in South Africa, Southern Africa, Kenya and Nigeria that are both primarily active in the manufacture and sale of paints and coating products. In Tanzania, the Acquiring Firm does not have subsidiary operating, but does derive revenue from sale into the country of paint

products, especially those related to automotive coatings and colourants for use in the decorative coatings market.

The Target is a company dealing with manufacturing and distribution of paints and auxiliary paint products. Its product lines consist of premium paints, finishes, specialty or industrial coatings and automotive coatings. The company has its depots located in Dar es Salaam, Mwanza, Arusha, Mbeya and Zanzibar. It also have a network of dealers throughout the country.

FCC is currently investigating the intended acquisition in line with the provisions of the Fair Competition Act and the Fair Competition Commission Procedure Rules, 2013. Pursuant to Rule 49 of the said Rules, parties (both legal or natural) who deem themselves as having sufficient interest in this merger, or, if the merger is not objected to, it will have or is likely to have material effect on their interests, are hereby NOTIFIED to register their interests and or objections (if any) or file any information that will assist the FCC in reaching a just and reasonable decision with regard to **Kansai Plascon E.A Proprietary Limited** notification of an intended merger. All such parties shall file and register such interest(s) or information by way of written submissions to the FCC within **FOURTEEN** days (14) from the first day of publication of this notice. No submission filed after the said deadline will be accepted.

Submissions must be submitted to the FCC at the address below.

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