



FAIR COMPETITION COMMISSION



**IN THE MATTER OF THE NOTIFICATION OF A MERGER
BETWEEN BROOKSIDDE HOLDINGS LIMITED AND
BROOKSIDE DAIRY 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 **Brookside Holdings Limited (The Applicant)** of Accord International, Dubai, United Arab Emirates intends to acquire 100 percent of the issued share capital in **Brookside Dairy Tanzania Limited (The Target)**, which is **incorporated** in Tanzania and having its registered office at Plot 552, Block DD, P.O Box 3100 Sombetini, Arusha. The Target carries on the business of purchasing, distributing and selling of dairy products in Tanzania.

FCC is currently investigating the intended acquisition in line with the provisions of the FCA and the FCC 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 **Brookside Holdings 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.

Director General,
Fair Competition Commission,
2nd Floor, Plot No. 37, Regent Estate,
Bagamoyo Road,
P. O. Box 7883
Dar es Salaam.

Tel: +255 22 2461565/2461566/2461568/2461569 Fax: +255 22 2461567.