EUROPEAN COMMISSION

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PUBLIC VERSION

To the notifying party

Subject: **Case M.8981 – IFF / Frutarom**
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No 139/2004[1] and Article 57 of the Agreement on the European Economic Area[2]

Dear Sir or Madam,

1. On 10 August 2018, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which the undertaking International Flavors & Fragrances Inc. ('IFF') (United States) acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control over the whole of the undertaking Frutarom Industries Ltd. ('Frutarom') (Israel) by way of purchase of shares.[3]

2. The business activities of the undertakings concerned are:

   – for IFF: developing, creating and selling flavours and fragrances that are used in consumer goods industries, such as food and beverage, personal care or household products industries,

   – for Frutarom: developing, producing and marketing taste and health products, including flavours, fine ingredients, pharmaceutical/nutraceutical products, and cosmetics and personal care products that are used, amongst others, in the food and beverage, pharmaceutical, and cosmetics industries.

3. After examination of the notification, the European Commission has concluded that the notified operation falls within the scope of the Merger Regulation and of paragraph 6 of

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1 OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation'). With effect from 1 December 2009, the Treaty on the Functioning of the European Union ('TFEU') has introduced certain changes, such as the replacement of 'Community' by 'Union' and 'common market' by 'internal market'. The terminology of the TFEU will be used throughout this decision.

2 OJ L 1, 3.1.1994, p. 3 (the 'EEA Agreement').

3 Publication in the Official Journal of the European Union No C 295, 21.8.2018, p. 3.

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the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004.[4]

4. For the reasons set out in the Notice on a simplified procedure, the European Commission has decided not to oppose the notified operation and to declare it compatible with the internal market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of the Merger Regulation and Article 57 of the EEA Agreement.

For the Commission

(Signed)
Johannes LAITENBERGER
Director-General

4 OJ C 366, 14.12.2013, p. 5.