V

(Announcements)

PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION POLICY

EUROPEAN COMMISSION

Prior notification of a concentration

(Case M.8981 — IFF/Frutarom)

Candidate case for simplified procedure

(Text with EEA relevance)

(2018/C 295/03)

1. On 10 August 2018, 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:

— International Flavors & Fragrances Inc. ('IFF') (United States),

— Frutarom Industries Ltd. ('Frutarom') (Israel).

IFF acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of Frutarom. The concentration is accomplished by way of purchase of shares.

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. 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 the 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.8981 — IFF/Frutarom

([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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