



ROMÂNIA

CONSILIUL CONCURENȚEI



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The Competition Council is analyzing taking over of PLUS by LIDL Germany

The Competition Council is analyzing the economic concentration through which Lidl Germany takes over the control on Pludi Market SRL/TREI România SCS/ TREI SRL, companies managing Plus stores in Romania.

The competition authority shall assess the economic concentration from the viewpoint of compatibility with a normal competitive environment according to the Regulation on the authorization of economic concentration.

Although the transaction was initially notified to the European Commission, the Romanian Competition Council has been considered the most appropriate authority for an in-depth analysis of the Romanian market, especially of those on which Kaufland is consolidating its position after taking over Plus.

Lidl is a German network of discounter stores activating on the retail market of food and non food products of regular consumption in 23 countries in Europe, but it is not operating in Romania yet. Lidl is part of a group which is operating on Romanian market through Kaufland.

Pludi Market is marketing food and non food of regular consumption in Plus discounter stores.

The Competition Council invites the interested parties to present their comments or viewpoints regarding the economic concentration until August 16, 2010 by fax no. 021.405.45.10, email: bunuri.consum@consiliulconcurentei.ro or mail on the following address: Consiliul Concurentei, Piața Presei Libere nr.1, Corp D1, Sector 1, Bucuresti, Cod Postal 013701, Oficiul Postal nr.33.

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