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M.8976 — Hisense/Gorenje

SECTION 1.2

Description of the concentration

On 06.07.2018, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 by which the undertaking Hisense Group Co., Ltd. ('Hisense', People's Republic of China) acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the undertaking Gorenje gospodinjski aparati d.d. ('Gorenje', Slovenia) by way of a public takeover bid. A public takeover bid by Hisense for Gorenje share has been made on 29 May 2018.

The business activities of the undertakings concerned are:

- **For Hisense:** *manufacture and supply of major domestic appliances ("white goods", including refrigerators, freezers, washing machines and – for supply on the Chinese market only – kitchen electric appliances ie. hobs and hoods, residential and commercial air conditioners and dehumidifiers, televisions, set-top boxes, digital TV broadcasting equipment, laptops, mobile phones, wireless modules, wireless PC cards and optical components for the telecommunications and data communications industries; property management services, information technology services, product design, mould design, pattern making as well as mould processing and manufacturing. Hisense retails products under several brand names. Hisense is also an OEM, so some of the products it makes are sold to other manufacturers and carry a brand name not related to Hisense.*
- **For Gorenje:** *manufacture and supply of a full line of major domestic appliances ('MDA') for home use, namely: cooking appliances (i.e. hobs, cookers, and ovens), hoods, dishwashers, refrigerators, freezers, microwave ovens, washing machines and tumble dryers; manufacture and supply of Heating Ventilation Air Conditioning ("HVAC") products (air conditioners, water heaters, heat pumps, fans and dehumidifiers); manufacture and supply of small domestic appliances (in particular, vacuum cleaners, kettles, toasters and cook ware, tabletop cookers, kitchens scales, contact grills, hand mixers, stick blenders, kitchen robots, citrus reamers, bread makers and vacuum sealers). Gorenje retails products under several brand names. Gorenje is also an OEM, so some of the products it makes are sold to other manufacturers and carry a brand name not related to Gorenje.*