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COMP/M.4874-ITEMA / BARCOVISION

SECTION 1.2

Description of the concentration

The present notification concerns a proposed concentration whereby Itema Holding S.p.A. (“Itema”, Italy) intends to acquire sole control, within the meaning of Article 3(1)(b) of the Council Regulation (EC) No. 139/2004, of the BarcoVision division (“BarcoVision”) of Barco NV (“Barco”, Belgium). Through the proposed transaction, Itema intends to penetrate new markets, worldwide in scope, and generate efficiencies.

The affected markets in the proposed concentration relate to some products of BarcoVision (sensors for industrial textile machinery) and Itema (winding, OE spinning and weaving machinery) The business activities of the undertakings concerned are:

For Itema: industrial textile machinery.

For BarcoVision: optical detection (sensors), inspection systems, and computerized production management for the textiles market.