

*Disclaimer :*

*The Competition DG makes the information provided by the notifying parties in section 1.2 of Form CO available to the public in order to increase transparency. This information has been prepared by the notifying parties under their sole responsibility, and its content in no way prejudices the view the Commission may take of the planned operation. Nor can the Commission be held responsible for any incorrect or misleading information contained therein.*

**COMP/M.7120 – ECOM AGROINDUSTRIAL CORPORATION / ARMAJARO TRADING**

**SECTION 1.2**

**Description of the concentration**

This concentration is the acquisition by Ecom Agroindustrial Corp Limited ("Ecom"), incorporated in Switzerland, of Armajaro Trading Limited ("ATL"), incorporated in England. Ecom is a global commodity trading and processing company specialising in coffee, cotton and cocoa in major producing and consuming countries with ancillary agricultural operations in oil seeds. ATL is a global soft commodity trading house and supply chain manager which has operations in a number of major cocoa, coffee and sugar growing countries, employing around 1600 people. ATL specialises in the sourcing and delivery of cocoa, coffee and sugar.

The acquisition will enable Ecom to combine its effective management with ATL's high quality staff. In addition, by acquiring ATL, Ecom will expand its operations to origin countries and activities in which it currently has limited or developing presence, such as East African coffee, Ghana cocoa, merchandising cocoa products, and contracts with major cocoa clients. ATL has good customer relationships with major players in the coffee and cocoa commodity sectors, especially cocoa. Ecom hopes particularly to gain from ATL's long-standing working relationships with these cocoa customers. By using the tools and expertise of ATL, Ecom will be able to extend its services to farmers, to foster good practices in farms and help to ensure that products are grown in a way they can merit certification for good practices. The acquisition will enhance Ecom's considerable reputation and achievements in sustainable farming in developing countries.

The concentration will enable Ecom to further its core business drivers: to procure better products, helping farmers to have a higher income while passing on lower costs derived from good practices and efficiencies to manufacturers.