

EN

***Case No COMP/M.7112 - SIGMA ALIMENTOS /  
CAMPOFRIO***

Only the English text is available and authentic.

**REGULATION (EC) No 139/2004  
MERGER PROCEDURE**

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Article 6(1)(b) NON-OPPOSITION  
Date: 29/01/2014

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EUROPEAN COMMISSION

Brussels, 29.1.2014  
C(2014) 549 final

PUBLIC VERSION

SIMPLIFIED MERGER  
PROCEDURE

**To the notifying party:**

Dear Madam(s) and/or Sir(s),

**Subject: Case No COMP/M.7112- SIGMA ALIMENTOS / CAMPOFRIO  
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No  
139/2004<sup>1</sup>**

1. On 16 December 2013, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which the undertaking Sigma Alimentos, S.A. de C.V. ("Sigma", Mexico), ultimately controlled by Alfa, S.A.B. de C.V. ("Alfa", Mexico), acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of the undertaking Campofrío Food Group, S.A. ("Campofrío", Spain) by way of purchase of shares.
2. The business activities of the undertakings concerned are:
  - for Alfa: its subsidiary Sigma is active in production, distribution and sale of processed meat, cheese, yogurt and pre-cooked meals and beverages. In addition, Alfa is also active in natural gas and oil, petrochemicals, aluminium components and telecommunication services.
  - for Campofrío: manufacturing and sale of processed meat products<sup>2</sup>.

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<sup>1</sup> OJ L 24, 29.1.2004, p. 1 ("the Merger Regulation"). With effect from 1 December 2009, the Treaty on the Functioning of the European Union ("TFEU") has introduced certain changes, such as the replacement of "Community" by "Union" and "common market" by "internal market". The terminology of the TFEU will be used throughout this decision.

<sup>2</sup> Publication in the Official Journal of the European Union No C 378, 24.12.2013, p. 36.

3. After examination of the notification, the European Commission has concluded that the notified operation falls within the scope of the Merger Regulation and of paragraph 5(c)(i) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004<sup>3</sup>.
4. For the reasons set out in the Notice on a simplified procedure, the European Commission has decided not to oppose the notified operation and to declare it compatible with the internal market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of the Merger Regulation.

*For the Commission*

*(signed)*

*Alexander ITALIANER*

*Director General*

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<sup>3</sup> OJ C 366, 14.12.2013, p. 5.