



**BEFORE THE
COMPETITION COMMISSION OF PAKISTAN**

FIRST PHASE REVIEW

**IN THE MATTER OF ACQUISITION OF % SHAREHOLDING OF M/S. FATIMA
EURICOM RICE MILLS (PRIVATE) LIMITED BY M/S EURICOM S.P.A FROM
MR. GHULAM SARWAR AND MS. NADIA ASHFAQ.**

CASE: 1476/Merger-CCP/2024

Commission



Kabir
Dr. Kabir Ahmed Sidhu
Chairman

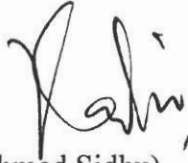
ORDER

1. On 28th August, 2024 the Competition Commission of Pakistan (hereafter the “**Commission**”) received a pre-merger application (hereafter the “**Application**”) from M/s. Euricom S.P.A (hereafter the “**Acquirer**”).
2. The Application was made pursuant to Section 11 of the Competition Act, 2010 (hereafter the “**Act**”) read in conjunction with Regulation 6 of the Competition (Merger Control) Regulations, 2016 (hereafter the “**Merger Regulations**”).
3. The proposed transaction entails the acquisition of % shareholding of M/s. Fatima Euricom Rice Mills (Private) Limited (hereafter the “**Target**”) from Mr Ghulam Sarwar (the “**Seller 1**”) and Ms Nadia Ashfaq (the “**Seller 2**”), pursuant to the Share Purchase Agreement dated 2nd July, 2024 (the “**Agreement**”).
4. The Commission has examined the Application as well as all the documents attached therewith and the information provided by the concerned undertaking(s). The Commission carried out Phase I competition assessment of the intended transaction which has revealed business activities of the undertakings concerned as follows:
 - 4.1. The Acquirer: M/s. Euricom S.P.A is a company limited by shares incorporated under the laws of Italy. It is engaged in farming, processing and trading of all key types of rice products.
 - 4.2. The Target: M/s. Fatima Euricom Rice Mills (Private) Limited is a limited liability company incorporated under the laws of the Islamic Republic of Pakistan. It is engaged in the procurement and processing of paddy rice, raw materials and exporting globally.
 - 4.3. The Seller 1: Mr. Ghulam Sarwar is an individual who is a citizen of Pakistan and shareholder of the Target.
 - 4.4. The Seller 2: Ms. Nadia Ashfaq is an individual who is a citizen of Pakistan and shareholder of the Target.
5. As per the Agreement, the Acquirer is proposing to acquire % shareholding of the Target from the Sellers. Total consideration for the proposed acquisition is valued at (equivalent to as of 10th September 2024) which would be remitted as a foreign direct investment from Italy.

6. The relevant product market, in this case has been identified as “**Cultivation, Processing and Packaging of Basmati Rice**” while the relevant geographic market is “**Pakistan**”.



7. As per the Application, the Target has not yet commenced operations, thus does not have any market share in the relevant market. The Target will have an operational capacity of _____ ; leading to an expected market share of _____ %.
8. The proposed transaction will not result in dominance of the Acquirer in the relevant market, post-transaction, as determined under Section 2(1)(e) read with Section 3 of the Act. Therefore, the said transaction is hereby authorized under Section 31(1)(d)(i) of the Act.
9. Notwithstanding the above, matters which may fall outside the scope of the Commission's purview, remain subject to applicable laws.
10. It is so ordered.



(Dr. Kabir Ahmed Sidhu)

Chairman



Islamabad the September 23, 2024.