



## MERGER NOTICE NO 38: 2023

### **THE PROPOSED SALE AND PURCHASE OF A PORTION OF THE BUSINESS ASSETS OF THE BATA SHOE COMPANY (BOTSWANA) (PTY) LTD BY ELITE FOOTWEAR & UNIFORMS (PTY) LTD**

Pursuant to section 49(1) of the Competition Act 2018, the Competition and Consumer Authority ("the Authority") has received a merger notification for the proposed sale and purchase of a portion of the business assets of The Bata Shoe Company (Botswana) (Pty) Ltd ("Bata" or the Target Enterprise") by Elite Footwear & Uniform ("Elite Footwear" or the "Acquiring Enterprise").

The Acquiring Enterprise, Elite Footwear, is a company incorporated in accordance with the Laws of Botswana. It is owned by Mohammed Ali Adam and Mustapha Ali Adam (both Botswana), who are also its Directors. The Acquiring Enterprise is a special purpose vehicle, which has been established for the purpose of facilitating this transaction, therefore, it does not supply products or services and has no operations or activities in Botswana or elsewhere. Elite Footwear does not directly or indirectly control any entities in Botswana.

The Target Enterprise, Bata, is a private company incorporated in accordance with the Laws of Botswana. It is a wholly-owned subsidiary of Bafin (Nederland) B. V, a company duly incorporated in terms of the Laws of the Netherlands. The Target Enterprise does not control any entities in Botswana and operates as a retailer of footwear and related products. Bata has stores in Gaborone, Francistown, Selebi - Phikwe, Maun and Jwaneng.

The Directors of Bata are Onalenna Senku (Botswana), Benson Gor Okumu (Kenyan) and Sagren Reddy (South African).

According to section 50 (3) of the Competition Act 2018, "any person, including a third party not a party to the proposed merger, may voluntarily submit to the inspector or the Authority any document, affidavit, statement or other relevant information in respect of a proposed merger." The Competition and Consumer Authority therefore seeks any stakeholder views for or against the proposed merger, which may be sent within 10 days from date of this publication to the following address:

Director, Mergers and Monopolies  
Competition and Consumer Authority  
Private Bag 00101  
Plot 28, Matsitama Road, Main Mall  
Gaborone  
Tel: +267 3934278 Fax: +267 3121013  
Email: info@cca.co.bw