

PRESS RELEASE

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Page	1 of 3
Subject	Advising Westfleisch

New player in the sow meat market: CMS client Westfleisch gets green light from Brussels for joint venture with Danish Crown

Brussels – The European Commission has approved the formation of Westcrown, a joint venture between Westfleisch and Danish Crown. Accordingly, Westfleisch and Danish Crown can now join forces in the sow meat business. In the course of the merger control proceedings, the European competition authorities closely scrutinised the potential impact of the merger of the two industry giants on the German and European markets. They concluded that the establishment of the joint venture would not impede competition.

A CMS team headed by lead partner Dr Michael Bauer advised Westfleisch throughout the merger control proceedings and represented the company before the European Commission. The same team successfully represented Westfleisch in the case that led to prohibition of the acquisition of abattoir operator Tummel by Tönnies.

Transactions in the meat sector are being viewed increasingly critically by EU competition authorities. In October, the Danish competition authority banned the acquisition of Tican by Danish Crown following a referral by the European Commission. In July, Düsseldorf Higher Regional Court confirmed that the Federal Cartel Office had been right to block the acquisition of abattoir operator Tummel by the Tönnies Group.

Münster-based Westfleisch is one of the biggest players in the German meat market. The company has long specialised in the deboning of sows, handling some 355,000 animals a year. Danish Crown is headquartered in Randers, Denmark. As one of the three biggest meat

exporters in the world, it slaughters around 325,000 sows in Denmark each year. Until now, these have been sold as unprocessed half carcasses to various buyers, mainly in Germany. By creating the joint venture, the two companies are bringing together the expertise gained over many years by Westfleisch in processing sows and the high quality for which Danish sows are noted. Westcrown will be based at a new site in Dissen (Lower Saxony).

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