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Australian Competition and Consumer Commission Mergers Public Register

Acquirer:	Adelaide Brighton Cement Limited
Target:	Melcann Ltd
Initiation:	Parties
Market Definition:	The relevant markets are those for the: 1) Production and distribution of bagged cement in WA. 2) Mixing and distribution of bagged dry-mix products (eg concrete) in WA.
Merger Type:	Horizontal
Guidelines Thresholds:	Crossed
Imports Above 10%:	No
Summary:	Melcann proposes to sell its Western Australian cement and dry-mix distribution business to Adelaide Brighton Cement Ltd

Competition Analysis:

According to Melcann it has a negligible market share in the supply of bagged cement in Western Australian and Adelaide Brighton Cement Ltd does not currently mix and distribute dry-mix products in Western Australia.

Therefore the acquisition is unlikely to breach Section 50 of the TPA.

Outcome:	Not Opposed	Resolution:	N/A
Date Raised:	15-Jan-1997	Date Closed:	27-Feb-1997
