

The Belgian Competition Authority approves the acquisition of Belgische Fruitveiling by BelOrta

On 11 September 2023, the Belgian Competition Authority (BCA) approved the concentration by which BelOrta CV acquires sole control over Belgische Fruitveiling CV.

The concentration was notified on 24 August 2023 and the application of the simplified procedure was requested.

BelOrta CV, with registered office in Sint-Katelijne-Waver, is active in the sale of fruit and vegetables. BelOrta has branches located in Sint-Katelijne-Waver, Visé, Fernelmont, Sint-Truiden, Zellik and Borgloon.

Belgische Fruitveiling CV (BFV), with registered office in Sint-Truiden, is mainly active in the sale of (hard) fruit and only auctions a limited amount of vegetables. BFV has branches, located in Sint-Truiden, Glabbeek, Zoutleeuw and Vrasene.

Both parties sell products to export and import companies, retailers, wholesalers, and the processing industry. Besides organizing the sale of their associates' products, they also provide support services in marketing, product development, logistics, finance and administration, quality control, information and communication technology and other services, such as refrigeration, sorting and packaging.

In its decision of 11 September 2023, the BCA finds that the conditions for application of the simplified procedure are met and that the notified concentration does not raise any objections.

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The Belgian Competition Authority (BCA) is an independent administrative authority that contributes to the definition and implementation of competition policy in Belgium. Concretely, the BCA pursues anti-competitive practices, such as cartels and abuses of a dominant position, and reviews the main merger operations. The BCA cooperates with the other competition authorities of the member states of the European Union and the European Commission within the European Competition Network (ECN)