



MERGER NOTICE NO 42: 2021

THE PROPOSED ACQUISITION BY SMSA AFRICA LOGISTICS GROUP PROPRIETARY LIMITED (SMSA AFRICA LOGISTICS) OF 100% OF THE SHARES IN GENTEX ASSOCIATES PROPRIETARY LIMITED (GENTEX ASSOCIATES) FROM MR. CHRISTOFFEL JACOBUS SWARTS

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 acquisition by SMSA Africa Logistics Group (Pty) Ltd of 100% of the shares in Gentex Associates (Pty) Ltd from Mr. Christoffel Jacobus Swarts.

The primary acquiring enterprise, SMSA Africa Logistics, is a South African shelf company that has been registered specifically to acquire the shares in Gentex Associates. SMSA Africa Logistics is wholly owned by SMSA Transport CJSC (SMSA Transport), a company registered in Saudi Arabia. SMSA Transport is in turn controlled by SMSA Holding CJSC (SMSA Holding), a company registered in Saudi Arabia.

The acquiring Group is primarily involved in providing logistics and transportation products and services worldwide through business partners and alliances. The Group has a direct presence in Saudi Arabia; UAE; Bahrain; Qatar; Sultanate of Oman; Egypt; and Jordan. It therefore suffices to note that none of SMSA Africa Logistics, SMSA Transport and SMSA Holding (collectively, the acquiring Group) conduct any business activities in Botswana.

SMSA Africa Logistics' sole Director is Mr. Naef Sultan Alathel, whose nationality is Saudi Arabian.

Gentex Associates is a company duly incorporated in accordance with the Laws of the Republic of Botswana. Gentex Associates which conducts its business under the name of "Namlog", is wholly owned by Mr. Christoffel Jacobus Swarts. Gentex Associates provides the following transportation services in Botswana: the consolidation of freight and transportation from South Africa to any destination in Botswana and return freight from Botswana to South Africa; local consolidated transportation services between Gaborone and various destinations within Botswana; dedicated distribution on full truck load basis between South Africa and Botswana; and dedicated distribution on behalf of a national retailer, delivering goods from warehouses to stores throughout Botswana using a dedicated fleet.

The Directors of Gentex Associates or Namlog are: Mr. Christoffel Jacobus Swarts (Namibian) and Mr. Charl Van Zyl (South African).

According to section 50 (3), of the Competition Act 2018, “any person, including a third party not 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:

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