

**MERGER NOTICE NO 53: 2025****THE PROPOSED ACQUISITION OF 100% OF THE ORDINARY SHARES  
OF AFRISAM HOLDINGS PROPRIETARY LIMITED AND ITS  
SUBSIDIARIES BY WEST INTERNATIONAL NEW BUILDING  
MATERIALS PTE. LTD**

Pursuant to section 49(1) of the Competition Act 2018 (the “Act”), the Competition and Consumer Authority (“the Authority”) has received a merger notification for the proposed acquisition of 100% of the ordinary shares of AfriSam Holdings Proprietary Limited and its subsidiaries (“AfriSam” or “Primary Target Enterprise”) by West International New Building Materials Pte. Ltd (“West International” or “Primary Acquiring Enterprise”). Pursuant to a successful implementation of the Proposed Transaction, West International will acquire sole control over AfriSam together with subsidiaries including, AfriSam Botswana (Pty) Ltd (“AfriSam Botswana”).

The Primary Acquiring Enterprise, West International, is a private company registered in accordance with the laws of Singapore. It is wholly owned and solely controlled by Yaobai International Holding Limited (“Yaobai”), a private company registered in accordance with the laws of Hong Kong. Yaobai is, in turn, wholly owned and solely controlled by West China Cement Limited (“WCC”), a public company registered in accordance with the laws of Jersey. WCC is a public company listed on the Hong Kong Stock Exchange. Its shareholding is widely held, and it is not directly or indirectly controlled by any firm. WCC controls various firms. The Primary Acquiring Enterprise, and all the firms controlled (whether directly or indirectly) by it are referred to hereinafter as the “Acquiring Group”.

WCC primarily manufactures and sells cement and cement-related products, with its core markets in mainland China and an expanding presence in parts of Asia and Africa, including Uzbekistan, Mozambique, the Democratic Republic of Congo, and Ethiopia. In Africa, WCC operates as an exporter of cement via its subsidiary, Mocambique Dugongo Cimentos, S.A (“Dugongo”). Dugongo is based in Mozambique, where it operates an integrated cement plant. WCC however, does not have a physical presence in Botswana and does not supply any products into Botswana by way of imports whether through

Dugongo or any other entity. The Primary Acquiring Enterprise and its shareholders do not directly or indirectly control any enterprise in Botswana.

The Primary Target Enterprise, AfriSam, is a company incorporated in accordance with the Laws of The Republic of South Africa and is controlled by various shareholders some with indirect presence in Botswana. In Botswana, the Primary Target Enterprise has a 100% controlled subsidiary, AfriSam Botswana, a company registered in Botswana. AfriSam supplies building and construction materials in Southern Africa, with operations in Eswatini, Namibia, Lesotho and South Africa. AfriSam currently supplies its imported 50kg bags of cement from its South African operations to its customers in Botswana. The Primary Target Enterprise does not have a physical presence nor does not directly or indirectly control any enterprise in Botswana.

According to section 50 (3) of the Act, “any person, including a third party not a party to the proposed merger, may voluntarily submit to the investigator or the Authority any document, affidavit, statement or other relevant information in respect of a proposed merger.”

he Authority therefore seeks any stakeholder views for or against the proposed merger, which may be sent within 10 days from the date of this publication to the following address:

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Competition and Consumer Authority  
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