

Albert Aukema

Director



Albert Aukema is a Director in our Competition Law practice. He specialises in all aspects of competition law. Albert has extensive experience in merger and prohibited practice proceedings before the competition authorities and appeal courts in South Africa. He also regularly advises on multi-jurisdictional mergers and has significant experience in obtaining merger approval across a wide range of jurisdictions and community bodies. Albert sector experience includes significant transactions and investigations for clients in the non-alcoholic beverages, security services, pharmaceutical, mining and telecommunications sectors. His also advises clients on consumer protection and consumer credit law and compliance.

About Albert

Albert obtained an LLB degree from the University of Pretoria and practices as a Director in the Cliffe Dekker Hofmeyr Competition Law practice.

Credentials

Education

- LLB, University of Pretoria
- Certificate in Advanced Competition Law, University of the Witwatersrand
- Registered with the Legal Practice Council
- Year of admission as an attorney - 2010

Experience

- Guiding clients through merger investigation proceedings and hearings and obtaining merger approvals.
- Coordinating and obtaining merger approvals for multijurisdictional transactions.
- Representing clients in merger and complaint proceedings before the competition authorities and appeal courts.
- Advising on the competition regulatory regimes of other African jurisdictions and regional bodies.
- Advising clients in the consumer credit and consumer goods sectors in relation to on-going developments in competition, consumer credit and consumer protection law and regulation.

Contact Albert

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[Albert on LinkedIn](#)

Expertise

[Competition Law](#)

[Commercial Real Estate](#)

[Consumer Goods, Services & Retail](#)

[Corporate Debt, Turnaround & Restructuring](#)

[Regulatory](#)

Location

Johannesburg

Language

English



- Acted for Fidelity Security in obtaining merger approval for its acquisition of the ADT Security business in South Africa.
- Acted for The Coca Cola Company (TCCC) in obtaining merger approval in various jurisdictions for the creation of Coca-Cola Beverages Africa – an amalgamation of the Coca-Cola bottling assets of SABMiller, Coca-Cola Sabco, Coca-Cola Shanduka Beverages and TCCC to form the largest Coca-Cola Bottler in Africa. The transaction also included the acquisition by TCCC of a number of SABMiller non-alcoholic ready to drink brands, including Appletiser.
- Acted for RMB Holdings in obtaining merger approval for its acquisition an interest in Propertuity Limited.
- Acted for RMB Holdings in obtaining merger approval for its acquisition of an interest in Atterbury Property Holdings Proprietary Limited.
- Acted for the Public Investment Corporation in obtaining merger approval for its acquisition of an interest in Sub-Saharan Investment Holdings Proprietary Limited.
- Represented Delta Property Fund Limited, a specialist, REIT status approved listed property fund, in obtaining merger approval for its acquisition of a portfolio of sovereign tenanted properties from Redefine Properties Limited, valued at R1,25 billion.
- Acted for Old Mutual Life Assurance Company (SA) Limited and the Government Employees Pension Fund in obtaining merger approval for the asset swop involving undivided shares in the Menlyn and Cavendish Square retail properties.
- Acted for Fidelity Security in obtaining merger approval for its acquisition of various security services businesses from the Protea Coin group.

News

[The Competition Commission's New Groove: A Business-Friendly Shift](#)

Practice Head Chris Charter and Directors Albert Aukema and Reece May were recently featured in Ghost Mail, where they discussed: "The Competition Commission's New Groove: A Business-Friendly Shift?"

[The National Consumer Tribunal's unprecedented approach to unfair pricing](#)

In the recent decision of *Julie Williams v Cell C Ltd*, NCT/300948/2023/75(1)(b) , the National Consumer Tribunal (Tribunal) made a notable finding regarding pricing practices.

[When does an internal restructure need approval from the competition authorities? The Competition Commission provides its views in its draft guidelines](#)

On 24 January 2025, the Competition Commission (Commission) published its draft guidelines on internal restructuring (Draft Guidelines). These Draft Guidelines, although not final, set out for the first time the Commission's position as to when an internal restructure requires merger control approval before implementation. This is of particular relevance to firms that hold equity investments in other businesses and which may be looking to restructure those interests in the future. The position that the Commission ultimately adopts could have an impact on business' ability to structure their groups with(out) regulatory oversight.

[Constitutional Court clarifies when retrenchments are merger specific](#)

South Africa faces one of the highest unemployment rates in the world. This is the primary reason that the Competition Commission (Commission) must consider the effect on employment (as part of its public interest assessment) when evaluating a proposed merger. It has become standard practice in South Africa when there is a merger for restrictions to be imposed by the competition authorities – especially in respect of retrenchments.

[Crouching dragon, paper tiger? Casting light on the powers of the Competition Commission in market inquiries](#)

"Suit the action to the word, the word to the action; with this special observance, that you o'er-step not the modesty of nature" Hamlet Act 3 Scene 2 The Competition Commission of South Africa (Commission) has significantly increased the number of market inquiries in the past year, with one recently completed and a further three underway. This accounts for at least a quarter of all inquiries conducted by the Commission since its establishment.

Videos

[WEBINAR | Competition and Compromise in a Time of Crisis](#)

Our panel of experts discussed Competition and Compromise in a Time of Crisis: COVID-19 and Competition Law Enforcement. Watch the webinar below.

[All news by Albert Aukema →](#)

Recognition

- Chambers Global 2023–2025 ranked Albert Aukema in Band 5 for competition/antitrust.
- Chambers Global 2020–2022 ranked him as an "Up & Coming" competition/antitrust lawyer.
- The Legal 500 EMEA 2021–2025 recommended Albert for competition.