

**Decision no. 2025-DEC-05 of 5 November 2025  
on the operation of a retail store under the “Weldom” brand with a floor area of  
1,700 m<sup>2</sup> in the Magenta Belle-Vie district of Nouméa**

**Only the French version is authentic and it prevails in the event of its  
differing from the translated version**

### **Summary<sup>1</sup>**

Pursuant to this decision, the *Autorité de la concurrence de la Nouvelle-Calédonie* (hereinafter "the *Autorité*"), authorises the opening of a retail store under the "Weldom" brand with a floor area of 1,700 m<sup>2</sup> in the Magenta Belle-Vie district of Nouméa.

The Weldom store will be operated by Bricowel SAS, which is wholly owned by SARL HGL. The HGL group is active, in particular, in the hardware retail, timber trading, and homeware and decorative products sectors.

On 11 February 2025, the *Autorité* had already authorised the operation of a retail store under the "Weldom" brand with a sales area of 1,700 m<sup>2</sup> in the Portes de Fer district of Nouméa.

The present transaction consists in updating the location of the future "Weldom" store, which is now planned to be located in the Magenta Belle-Vie district of Nouméa.

Insofar as the planned relocation of the future "Weldom" store involves a limited distance of approximately 3 km, corresponding to a travel time of around 5 minutes by car, this change of location does not call into question the competitive analysis set out in the *Autorité*'s Decision No. 2025-DEC-01 of 11 February 2025.

Accordingly, the notified transaction was authorised unconditionally.

---

<sup>1</sup> This summary is strictly for information purposes. Only the numbered reasons of the decision are authentic.