

<b>Case number:</b>	<b>Vj-130/2005</b>
<b>Short title</b> (party, conduct, type of case):	Dunavet-B Rt. – veterinary products – deception of consumers
<b>Type of case:</b>	Unfair manipulation of consumers' choice      Deception of consumers
<b>Description:</b>	<p>Undertakings intending to distribute veterinary products must hold a marketing or distributing licence following an adequate registration procedure. The rules concerning the market entry of veterinary products determine the limits of information on the given products supplied to buyers at their marketing.</p> <p>Dunavet-B distributes the products “Aivlosin soluble powder” and “Enrocoli oral solutio” to treat chickens. The marketing licence of “Aivlosin soluble powder” was suspended from 1 May 2004 to 21 January 2005. In spite of that Dunavet-B advertised the product in the 4<sup>th</sup> issue of the journal Baromfiágazat (Poultry industry) in 2004. In the case of “Enrocoli oral solutio” Dunavet-B had only a pre-test licence in 2002 and 2003 and not any licence for 2004, but they advertised the product in the 1<sup>st</sup>, 2<sup>nd</sup> and 4<sup>th</sup> issues of the journal Baromfi (Poultry) in 2003, in the 2<sup>nd</sup> issue in 2004 and in the 2<sup>nd</sup> and 3<sup>rd</sup> issue of Baromfiágazat in 2003 and in the 1, 2, 4<sup>th</sup> issues in 2004.</p> <p>The Competition Council established that the advertisements concealed the lack of marketing licence so the conduct of Dunavet-B was likely to deceive consumers.</p>
<b>Decision:</b>	In its trial held on 19 December 2005 the Competition Council of the Gazdasági Versenyhivatal established that the conduct of Dunavet-B was likely to deceive consumers during the advertising of two products distributed by them. A HUF one million competition supervision fine was imposed.
<b>Date:</b>	Budapest, 19 December 2005