

Moroccan Investment Development Agency

Investment projects bank

Project Teaser

*Construction of a leisure park with
commercial and hotel components*



AMDI 2013

Document History

Document identification and management

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Tourism and leisure

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Document manager

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Overview

In order to ensure an effective promotion of investments in Morocco initiated by both local and foreign institutions, Invest in Morocco (the Moroccan Investment Promotion Agency) has created a projects/opportunities bank to facilitate the contacts between projects sponsors and their future partners.

Projects teasers will be also made available via Invest In Morocco's website and will help the prospective partners to get a global overview of the investment opportunity while ensuring the confidentiality required by the sponsor at initial stages.

If the prospective partner decides to go further in the opportunity analysis, he can ask Invest In Morocco to arrange him a meeting with the project sponsor.

In order to maximize the added value of the projects bank, the matchmaking process is not limited to strategic and financial partnerships but covers virtually all possible opportunities like commercial agreements, mergers & acquisitions, joint ventures, representation agreements...

We hope that this projects bank will help investors to develop strong relationships and enhance the value creation in all economic sectors.

Project presentation

	Summarized data
Opportunity/Project	Creation of a leisure park including leisure components, shops and hotels
Industry/sector	Tourism
Project size (in Million MAD)	2.290 Million MAD (about 260 Million USD)
Project components	Entertainment areas (game spaces for children, leisure activities for families), hotel, residential zones, space out offices
Opportunity localization (city/region)	Casablanca
Project Target Return (IRR or ROI)	Undefined
Current project status (study/appraisal phase, initiation, operational)	Initiation phase

Key project facts (perspectives, sector outlook...) :

- The business of entertainment and commercial complexes (malls, complexes ...) is witnessing a strong development in Morocco, especially in the region of Casablanca with the successful launch of new projects (Morocco Mall, Anfa place);
- Within this framework, the project is targeted to offer a complement and an alternative to existing centers while addressing a pressing need for the population of Casablanca for entertainment spaces intended for families, especially those of the rising middle class;
- In addition to the entertainment component, the project will also address a local need for office spaces and hotel accommodation in the first business destination of Morocco.

Project initiator/sponsor

Summarized data

Main businesses/activities

Investment fund owned by Moroccan and foreign institutions

Institution type (company, fund, holding...)

Holding

Size (average revenues in MAD)

Origin of capital (Moroccan, Foreign, Mixed)

Foreign (sovereign funds)

Key project sponsor facts (performances, positioning, expertise...) :

- The investment fund operates in several strategic sectors, especially manufacturing, hotel business, real estate (luxury and commercial real estate). Its investments totaled several Billion Dirhams and its development plan is setting an accelerated investment pace to benefit from the various opportunities;
- The business model of the group is based mainly on the development of strategic partnerships with public and private Moroccan investors. Due to this strategy, the group carried out successfully several large-scale projects. It is also very active in the promotion of the Moroccan destination to enhance FDI inflows;
- This project follows the same strategy and was developed within a partnership with public authorities and prestigious national investors .

Seeked partnership

	Summarized data
Possible or sought partnership(s)	Joint Venture
	Sleeping Partner (minor share ownership without active management role)
	Joint SPV controlled by the external partner
	Shares acquisition
	Company acquisition or divestiture
	X Commercial partnership (agent of marketing ...)
Special conditions for the partnership	X Others: Rent of spaces and hotel management over a period of 30 years
	<ul style="list-style-type: none">• Strong hotel and tourism business expertise
Next steps	<ul style="list-style-type: none">• Discussion of the modalities of rental agreements

Expected partnership benefits:

- The partnership will allow both parts to accelerate the implementation of an entertainment complex that should shape the landscape of Casablanca from its start on the horizon 2013;
- The project offers to the business partners a total area of about 20,000 m². The location of the park will guarantee a regular influx of clientele thanks to its strategic zone;
- On the basis of a commitment planned of 30 years, both partners should benefit from a comfortable visibility and from a satisfactory return on investment.

**For next steps or more details about the current document,
please contact the Matchmaking Manager:**

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