

Moroccan Investment Development Agency

Investment projects bank

Project Teaser

Construction of a hotel in Marrakech



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Sector

Tourism and leisure

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Nejma EL HOUDA BOUAMAMA

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 | Construction of a 4 stars hotel |
| Industry/sector | Tourism |
| Project size (in Million MAD) | Undefined |
| Project components | 200 keys (rooms and suites), conferences rooms, business center and restaurants |
| Opportunity localization (city/region) | Marrakech |
| Project Target Return (IRR or ROI) | Undefined |
| Current project status (study/appraisal phase, initiation, operational) | Study phase |

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

- The sector of the business tourism is a segment which enjoys a constant development due to a lesser sensibility towards cyclicalities and an increasing domestic demand from both national companies and multinationals operating in Morocco (seminars, business trips, consulting firms ...);
- In order to benefit from this huge potential while attracting a part of the private clientele visiting Marrakech, this project aims at creating a 4 stars hotel in the city center of Marrakech;
- After its planned opening in 2015, this hotel aims at filling a persisting need at the level of the city which welcomes more and more events while ensuring a complementary offer with the luxury hotels and 3 stars.

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) | X Joint Venture |
| | Sleeping Partner (minor share ownership without active management role) |
| | Joint SPV controlled by the external partner |
| Special conditions for the partnership | X Shares acquisition |
| | Company acquisition or diversiture |
| | Others: Clients |
| Next steps | <ul style="list-style-type: none">• Qualified institutional investors• Financial partnership, operational management should be outsourced to an international brand |
| | <ul style="list-style-type: none">• Discussion of partnership conditions |
| | <ul style="list-style-type: none">• Agreement |

Expected partnership benefits:

- The partnership will allow both parts to benefit from a successful international hotel chain which enjoys a strong development in Morocco;
- The project will allow both partners to enhance their investment performances due to the product design: a premium 4-star hotel with a size and location optimized to drain regular clients and to improve occupancy rate in addition to a high quality service ensured by the expertise of the renowned international brand;
- The successful experience of the project initiator as well as its sound financial situation and its good brand image represent a strong guarantee for the future partners.

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

Nejma EL HOUDA BOUAMAMA

Head of Department Management of Investment Projects
Invest in Morocco | Moroccan Investment Development Agency

Tel. : +212 5 37 22 64 84- Fax: +212 5 37 67 34 17 / 42

Email: bdp@invest.gov.ma - www.invest.gov.ma

32 rue Hounaine, angle rue Michlifen, Agdal, Rabat, Morocco.