

Moroccan Investment Development Agency

Investment projects bank

Project Teaser

Exposition Center



AMDI 2013

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Sector

Real Estate: Multi-purpose Real Estate

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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	Prepared land sale dedicated to the construction of an exposition and fairs center
Industry/sector	Real Estate
Project size (in Million MAD)	110 Million MAD (about 12,5 Million USD)
Project components	Prepared and equipped land plots totaling 11 Hectares
Opportunity localization (city/region)	Lakhyayta, between Casablanca and El Jadida cities
Project Target Return (IRR or ROI)	
Current project status (study/appraisal phase, initiation, operational)	Initiation

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

- Located near the “economic capital” of Morocco and to one of the fastest growing industry poles, the new city of Lakhyayta represents a brand new urban architecture concept adopted by the Moroccan Government with the focus set on ecology and transportations optimization. With integrated economic and social facilities, this new city will cover a total area of 1 301 Hectares and will have 58 000 housing units, green spaces, food industry zone, a population of 300 000 and create more than 61 000 jobs ;
- The current project will be dedicated to business and local products/services activities promotion and will host a regional and modern exposition center. For this purposes, the project sponsor is preparing and equipping about 11 Hectares with the necessary infrastructures and has adopted a set of technical specifications to be respected by future land acquirers. Sales are planned for 2016.

Project initiator/sponsor

	Summarized data
Main businesses/activities	Real estate development
Institution type (company, fund, holding...)	Group
Size (average revenues in MAD)	5 000 Million MAD (about 560 Million USD)
Origin of capital (Moroccan, Foreign, Mixed)	Moroccan Government

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

- The sponsor is one of the most important real estate operators with the oldest presence in the sector and a well recognized expertise gained through several decades of successful projects, mainly in social housing ;
- The business model of the sponsor relies on a high integration level of the real estate value chain (design – construction – marketing) and a strong partnership network with both public and private sector operators in addition to international firms. It has also an ambitious development plan to increase the social and medium standing offer given the huge gap in these segments that is estimated at 1 Million units ;
- The development model of the sponsor is designed around a holding architecture, with central headquarters defining the overall strategy and regional and special subsidiaries created to deal with all the operational issues to ensure an effective and efficient project implementation.

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 diversiture
Special conditions for the partnership	X Others: Investors and developers
	• Investors with recognized expertise and track record in fairs and expositions facilities management and development
	• Solid financial situation and technical know-how
Next steps	• Discussing the partnership conditions
	• Finalizing contracts

Expected partnership benefits:

- The project will offer an integrated fairs and exposition center that will allow the future city population and businesses to benefit from an adequate and affordable promoting offer addressing local needs while respecting sustainable development considerations ;
- The investors who will acquire and develop the land plots will also benefit from a big demand potential given the dynamic and fast growing industrial, agricultural and services activities in this region considered as the first industrial pole of Morocco ;
- Future investors will benefit from an incentive package offered by the Moroccan Government within investment agreements and including tax and financial incentives.

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

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