

# Moroccan Investment Development Agency

## Investment projects bank

### Project Teaser

#### *University Campus*



**AMDI 2013**

# Document History

## Document identification and management

**Document code**

**PT-36**

**Version**

**0.1**

**Sector**

**Real Estate: Multi-purpose Real Estate**

**Update date**

**Update operation**

**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
<b>Opportunity/Project</b>	Prepared land sale dedicated to the construction of a university campus
<b>Industry/sector</b>	Real Estate
<b>Project size (in Million MAD)</b>	90,75 Million MAD (about 11 Million USD)
<b>Project components</b>	Prepared and equipped land plots totaling 9,1 Hectares
<b>Opportunity localization (city/region)</b>	Lakhyayta, between Casablanca and El Jadida cities
<b>Project Target Return (IRR or ROI)</b>	
<b>Current project status (study/appraisal phase, initiation, operational)</b>	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 higher education activities and will host a university to satisfy the needs of the new city businesses and population. For this purposes, the project sponsor has already prepared and equipped about 9 Hectares with the necessary infrastructures and adopted a detailed and clear set of technical specifications to be respected by future land acquirers. Sales are planned for 2015.

## 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
<b>Possible or sought partnership(s)</b>	Joint Venture
	Sleeping Partner (minor share ownership without active management role)
	Joint SPV controlled by the external partner
	Shares acquisition
	Company acquisition or diversiture
<b>Special conditions for the partnership</b>	<b>X</b> Others: Investors and developers
	<b>• Investors with recognized expertise and track record in private university business management and development</b>
	<b>• Solid financial situation and technical know-how</b>
<b>Next steps</b>	<b>• Discussing the partnership conditions</b>
	<b>• Finalizing contracts</b>

## **Expected partnership benefits:**

- The project will offer a modern university near to the most dynamic economic region of Morocco and will allow both local businesses and future city population to benefit from an adequate general, business and engineering education and training offer addressing local needs while respecting sustainable development considerations ;
- The investors who will acquire and develop the land plots will also benefit from a very strong demand for higher education given the Moroccan ambitious plan to increase the offer of highly qualified white collar workers to enable booming industries and services to grow and prosper ;
- 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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