

# Moroccan Investment Development Agency

## Investment projects bank

### Project Teaser

#### *Financing Solar Water Heaters Promotion Program*



AMDI 2013

# Document History

## Document identification and management

**Document code**

**PT-13**

**Version**

**0.1**

**Sector**

**Energy**

**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	
Opportunity/Project	Promotion and development of solar water heaters usage in Morocco
Industry/sector	Energy
Project size (in Million MAD)	2 000 Million MAD (about 241 Million USD)
Project components	Marketing campaigns, implementation of a regulatory and incentives framework, product and supplier labeling and financial subsidies to facilitate solar equipment acquisition
Opportunity localization (city/region)	All Moroccan regions
Project Target Return (IRR or ROI)	
Current project status (study/appraisal phase, initiation,	Initiation phase

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

- Having adopted an ambitious energy strategy aiming at increasing renewable sources in the global energy mix (to 40% by 2020), Morocco is seeking to reduce its dependence on petroleum/gas/oil imports and maximizing the usage of its abundant solar energy potential ;
- In fact, Morocco is a net importer of energy and at the same time one of the countries with the best solar radiations potential. Moroccan Government has decided to invest heavily in solar energy development by exploring all the possible usages, including transforming solar thermal energy into a source for hot water supply for households, schools, masjids, hospitals, hotels and other public spaces ;
- Financing this ambitious plan is the cornerstone for its success, so the sponsoring agency is planning several fund raising rounds (credit lines) to secure the necessary amounts.

## Project initiator/sponsor

### Summarized data

**Main businesses/activities**

Renewable energy and energy efficiency promotion

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

Government agency

**Size (average revenues in MAD)**

**Origin of capital (Moroccan, Foreign, Mixed)**

Moroccan

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

- The sponsor is a Moroccan public agency created by the Government to promote the adoption of energy efficiency and renewable sources and solutions. Within its strategic vision, the agency has launched several action plans and programs ;
- The sponsor action is based on a wide partnership network with both public agencies and professional associations. The agency designs, develops and implements the actions plans and manages fund raising in addition to technical expertise ;
- This program is carried out within the global national energy strategy and seeks to increase the surfaces covered by solar water heaters fourfold from 350 000 sqm currently to more than 1 700 000 sqm by 2020. This integrated plan encompasses several measures ranging from regulatory/tax framework to the implementation on financial incentives for households to maximize solar equipment acquisition. Its timeframe ranges from 2013 to 2016.

# 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 divestiture
<b>Special conditions for the partnership</b>	<input checked="" type="checkbox"/> Others: Credit lines
<b>Next steps</b>	<ul style="list-style-type: none"><li>• <b>Discussing loan conditions</b></li><li>• <b>Finalizing contracts</b></li></ul>

## Expected partnership benefits:

- The projects will be completed in 2016 and will allow Morocco to get closer to its clean energy targets by generalizing new generation solar heaters allowing high performances (more than 65%) in addition to the adoption of new construction standards to increase covered surfaces ;
- The future partner will benefit from a guaranteed debt repayment as the sponsor is a Government agency. The partner could also rely on this operation to ensure a foothold in the promising Moroccan solar energy solutions market by seeking new investing and financing opportunities.

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

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