

Moroccan Investment Development Agency

Investment projects bank

Project Teaser

Construction of a Commercial Center in Marrakech



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Commercial Real Estate

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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	Construction of a commercial center (Mall)
Industry/sector	Commercial real estate
Project size (in Million MAD)	448 Million MAD (about 50 Million USD)
Project components	Mall including shops, food court, a hypermarket and entertainment facilities
Opportunity localization (city/region)	Marrakech
Project Target Return (IRR)	12,6% over 12 years
Current project status (study/appraisal phase, initiation, operational)	Operational

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

- After a successful implementation in several Moroccan cities, the project sponsor targeted the attractive malls and huge commercial centers market which is displaying an increasing demand for modern and integrated facilities. The city of Marrakech has been selected given its status as the first tourist's destination, its location in a dynamic region lacking enough malls and shopping centers offer ;
- The project is also attractive in terms of return with an IRR of about 13% which exceed the average return on rental purpose real estate projects ;
- The project became fully operational in 2010. Its launch proved to be successful by attracting many national and foreign tourists. This success convinced the sponsor to consider similar projects in Fes and Tangiers.

Project initiator/sponsor

	Summarized data
Main businesses/activities	Real estate, trade and tourism
Institution type (company, fund, holding...)	Group
Size (average revenues in MAD)	More than 5 Billion MAD (about 560 Million USD)
Origin of capital (Moroccan, Foreign, Mixed)	Moroccan

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

- The sponsor is a major distribution operator in Morocco and detains several international brands and franchises. Its cumulative investments during the last decade totaled several Billions dirhams and its development program remains still important with an increasing expansion through the Moroccan territory ;
- The business model of the sponsor relies mainly on synergies developed with strategic partners. The sponsor has designed and implemented several retail facilities expansions and franchises introduction based on the strong relations developed with international operators and these moves proved to be highly successful ;
- This project is carried out within the new development vision of the sponsor seeking a reinforced presence in the retail business while seeking more diversification by expanding to the dynamic and lucrative commercial real estate business.

Seeked partnership

Possible or sought partnership(s)

Summarized data	
X	Joint Venture
X	Sleeping Partner (minor share ownership without active management role)
	Joint SPV controlled by the external partner
	Shares acquisition
	Company acquisition or diversiture
	Others: Clients

Special conditions for the partnership

- **Qualified institutional investors**
- **The sponsor keeping business control**
- **The sponsor to be granted the priority in case of shares disposal (preemption)**

Next steps

- **Discussing the partnership conditions**
- **Finalizing contracts**

Expected partnership benefits:

- The projects has been completed and succeeded to offer a brand new, modern design commercial mall well located at the heart of a dynamic region ;
- The availability of connections, the proximity to city center and the presence of many international franchises and brands will allow a regular flow of clients ;
- Finally, the future partner will benefit from a prestigious partnership network, the sponsor's strong expertise and understanding of the market in addition to a satisfactory performance track record and a strong financial situation.

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

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