

Med-Interprise Morocco 2004

Med-Interprise Morocco 2004, a project co-financed by the European Commission's MEDA programme, is a privileged instrument for the development of international co-operation between Moroccan and European small and medium sized enterprises.

Undertaking such an event as Med-Interprise Morocco 2004 undoubtedly entails intense preparations and a highly structured work programme for its organiser, the ANPME (the National Agency for the Promotion of Small and Medium Sized Enterprises) and its partners: the UNIDO's Investment Promotion Unit; the Moroccan Leather Industry Federation; the Moroccan Textiles and Garment Industry Association; the Canning Industry and Farming Produce Federation; and the Chamber of Commerce, Industry, and Services of Marrakech.

Med-Interprise Morocco 2004, which is organized in close collaboration with the European Commission, aims at the staging of a major partnership event, scheduled to be held in Marrakech, between the 6th and the 8th of December, 2004.

The Med-Interprise programme actually comprises five phases:

1. The selection of nearly 70 small and medium sized Moroccan enterprises operating in the food-processing, textiles, and leather sectors on the basis of the quality, viability, and reliability of their co-operation project. The selection has been realized by teams of experts from the ANPME and UNIDO's Investment Promotion Unit, in coordination with the professional associations of the sectors concerned;
2. The preparation of a detailed promotional catalogue, which comprises the profiles of the enterprises selected and descriptions of the co-operation projects, proposed. The catalogue is published in English and in French. Some 1,500 copies thereof are distributed in the six participant countries, namely, Spain, France, Greece, Italy, Portugal and the United Kingdom;
3. The promotion of the event and of the catalogue, and the search for partners in the participating countries. The recruitment of European enterprises interested in developing partnership projects with their Moroccan counterparts is organized by the National Counselors of each country, by means of the distribution of the catalogue and other promotional tools;
4. The organization of a partnership event during which the visiting European enterprises will have pre-scheduled individual meetings with the selected small and medium sized Moroccan enterprises. The event will be taking place in Marrakech on the 6th, 7th, and 8th of December 2004. An interpreting service will be provided, if necessary, and the organisers, along with the National Counselors, will be available to assist and guide the participants, throughout the event. Beside this convention of exchanges, other fringe activities will be taking place: seminars designed to present the development strategies intended to benefit the sectors of leather, textiles, and food-processing. Likewise, other seminars will focus on the main financial and support programmes, instruments and tools that are available to small and medium-sized Moroccan and foreign firms;
5. Evaluation and follow-up work to be undertaken by ANPME and its partners.

The prime objective of this significant industrial partnership event is to offer small and medium sized Moroccan enterprises an opportunity to develop their international co-operation projects, by allowing them to identify partners likely to lead to lasting partnership and to help them to face the challenges of competitiveness. In sum, some 70 Moroccan enterprises will meet nearly 90 European companies, within a resolutely professional context, one that also assures professional support and follow-up.

Participants, by sector and Nace Code

Agro-Industry sector

- 1** - Arbor Oulmés
NACE Code 15.41
- 2** - Cartier Saada Sarl
NACE Code 15.33
- 3** - COVEM Sarl.
NACE Code 15.32
- 4** - Les Grands Moulins
NACE Code 15.61
- 5** - Horti Haouz
NACE Code 15.33
- 6** - Ets Louizida
NACE Code 15.41
- 7** - Minoterie Sidi Ghanem
NACE Code 15.61
- 8** - OMTABA Sarl
NACE Code 24.63
- 9** - Les Pilots du Tadla.SA.
NACE Code 15.33
- 10** - Sagroma Sarl.
NACE Code 15.33
- 11** - SICOPA Sarl.
NACE Code 15.33
- 12** - Siti Sté Impériale des Thés et Infusions
NACE Code 15.86
- 13** - Sudexport
NACE Code 15.41
- 14** - VMM Sarl.
NACE Code 15.33
- 15** - Wassa Sarl.
NACE Code 15.33

Leather and Shoes sector

- 16** - Aladin Shoes Sarl.
NACE Code 19.30
- 17** - BSA
NACE Code 19.30
- 18** - Les Caoutchoucs au Maroc
NACE Code 25.13
- 19** - KHIAM CUIR
NACE Code 19.20
- 20** - Maridior
NACE Code 29.54
- 21** - Nacer Shoes
NACE Code 19.30
- 22** - Macha sarl
NACE Code 19.30
- 23** - Promacuir
NACE Code 19.30
- 24** - Real Chaussures
NACE Code 19.30
- 25** - Rony's S.A.R.L
NACE Code 19.30
- 26** - Select Diffusion S.A.R.L
NACE Code 19.30
- 27** - SMART
NACE Code 19.30
- 28** - Somacoc
NACE Code 19.10
- 29** - Le Soulier Élégant
NACE Code 19.30
- 30** - Tanger Shoes
NACE Code 19.30
- 31** - Tannerie Berrada Frères
NACE Code 19.10
- 32** - Tannerie Saiss
NACE Code 19.10
- 33** - Unité Tannerie Tafilalet
NACE Code 19.10

Textile Sector

- | | |
|---|--|
| 34 - Atlas Wear
NACE Code 17.71 | 52 - Mabroc
NACE Code 17.20 |
| 35 - Atoutex
NACE Code 18.22 | 53 - Mafaco SA
NACE Code 17.20 |
| 36 - Bahja export
NACE Code 18.22 | 54 - Magetex
NACE Code 17.20 |
| 37 - B & S MODE
NACE Code 18.22 | 55 - New Style
NACE Code 18.22 |
| 38 - Best Textiles
NACE Code 17.71 | 56 - Perfect Line
NACE Code 18.22 |
| 39 - B2L
NACE Code 18.22 | 57 - Quatro
NACE Code 15.41 |
| 40 - Beltrame Confection
NACE Code 17.71 | 58 - Rentatex
NACE Code 18.22 |
| 41 - BUXA
NACE Code 18.23 | 59 - Salé Message SARL
NACE Code 18.22 |
| 42 - Cloman s.a.
NACE Code 18.22 | 60 - Secotex
NACE Code 18.22 |
| 43 - CTC Maroc
NACE Code 29.54 | 61 - Sicozem
NACE Code 18.22 |
| 44 - Confecciones An - Yo
NACE Code 18.22 | 62 - Smadec
NACE Code 18.22 |
| 45 - Convabene Sarl
NACE Code 18.22 | 63 - Susan Fashion
NACE Code 18.22 |
| 46 - Dounitex
NACE Code 18.22 | 64 - Teintoret
NACE Code 17.60 |
| 47 - Formule 3
NACE Code 18.22 | 65 - Textis
NACE Code 17.25 |
| 48 - Hanadil
NACE Code 18.22 | 66 - Texti-Pull
NACE Code 17.72 |
| 49 - Homtex
NACE Code 17.25 | 67 - Texticob
NACE Code 17.71 |
| 50 - Kalivet
NACE Code 18.22 | 68 - Unité Effilochage Mennane
NACE Code 17.54 |
| 51 - Les Trois Vêtus
NACE Code 17.72 | 69 - Vogue House Sarl
NACE Code 18.20 |



Partnership Profiles



Food- Processing sector

The Moroccan food and food-processing industry, which is the natural and enhancing extension of agricultural and fishing activities, occupies a special position in the Moroccan economy.

This sector, which is represented by some 1745 entities provides production worth 57.3 billion DH, generates added value of more than 19,6 billion DH (33.4% of industrial GNP) and exports worth upwards of 9.6 billion DH.

The food and food-processing industry covers almost all food production. The main existing activities are the following:

- Fatty matter of vegetable and animal origin
- Sugar and derivatives
- Milk and derivatives
- Grain processing and second transformation of cereals
- Vegetable and animal cans
- Alcohol and alcohol-free beverages
- Cattle feed
- Various food industries (coffee, tea, starch; spices, confectionery, chocolate, yeast, agar-agar, etc.)

Other products are not manufactured locally or production thereof does not cover local demand. This is the case of butter, certain types of cheese, unrefined oil, fragrances, vegetable fats, raw sugar, ...etc.

The food-processing sector mainly aims at the local market, which absorbs more than 83% of the sector's output. This industry intends to arrive at the self-sufficiency of the country with regard to basic food products regarding certain branches of the sugar industry, the dairy, fatty matter and cereal processing industries.

Industries directed toward export mainly consist of vegetable, fish, cans, wine, olive oil, instant coffee, melted cheese and agar-agar.

Export of food products represents 52% of the value of global agricultural and food exports.

From 1995 to 2002, the output of this sector showed an average annual growth of 4.2%. This was the result of normal development of local consumption hovering around 3 to 4% and the dynamism shown by exports in this sector, which registered an average annual increase of 10%.

In spite of the steady development the food-processing sector is undergoing, it still has to confront several constraints, which hamper its take-off. This has to do with:

- The uncertain hazards connected with supplies in terms of quantity and quality,
- The overly numerous stakeholders in the fresh agricultural product circuit causing extra costs to the industrials who process these products.
- Low level of diversification of products and markets.
- High level of taxation on certain inputs (powdered milk, corn, sugar, cereals, packaging, etc.).
- Low level on integration of this sector, and
- An unfavorable socio-economic environment (low consumer purchasing power, illegal imports, etc.)

The future level of development of the food and food-processing industry largely hinges on three main components, i.e. the levels of production in the food-processing industry, the dynamism of the local market and potential exports of food and agriculture products.

In this direction, it is necessary to ensure a local and diversified agricultural and fishing industry of high quality and regularly available at very competitive prices.

Among the main crops reserved for processing, one can mention beets, sugar cane, olives, tomatoes, citrus fruit, pickles, capers, beans, etc.

In this respect, the development endeavors undertaken along these lines, in particular investment in hydro-agricultural equipment, the increase in the surface area devoted to crops, the non renewal of the fishing agreement are all signs enough that leads one to foresee a higher degree of development of the food and food-processing industry.

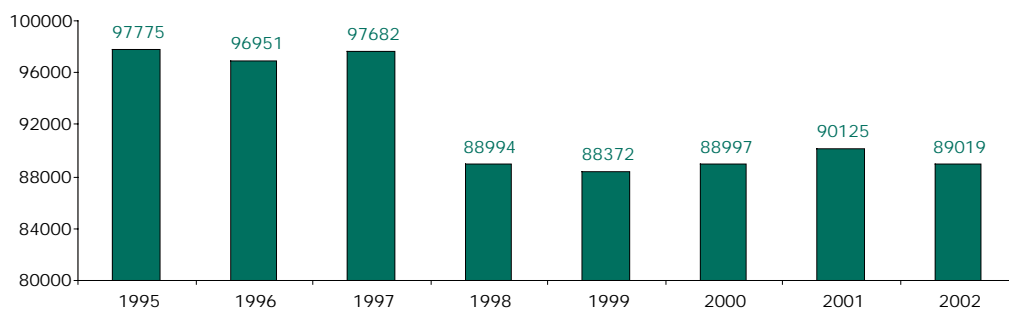
Moreover, the foreseeable growth of the Moroccan economy and its impact on the improvement of average revenues, as well as the changes in consumer patterns will make it possible to diversify local demand for food and agriculture products and to stimulate the market.

On the other hand, to the extent in which exports constitute a vector of growth in the food and food-processing industry, efforts must be put forth for improvement of the competitiveness and the quality of products made locally and the promotion of Moroccan products to gain better notoriety on external markets other than the European Union (USA, Russia, Asia, etc.).

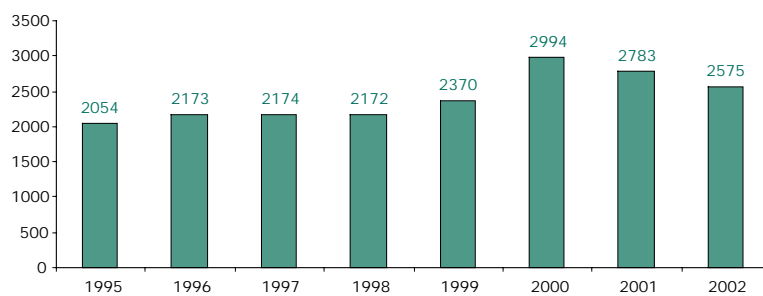
The liberalization of international trade and since 1999 the establishment of free trade zones with certain partner countries offer genuine opportunities for access to Moroccan processed agricultural products to potential markets such as those of the European Union, the European Free Trade Association, the United States, of certain Arab and African countries which will allow the food and food-processing industry to strengthen its presence on external markets.

Macro-economic data from the food-processing industry sector:

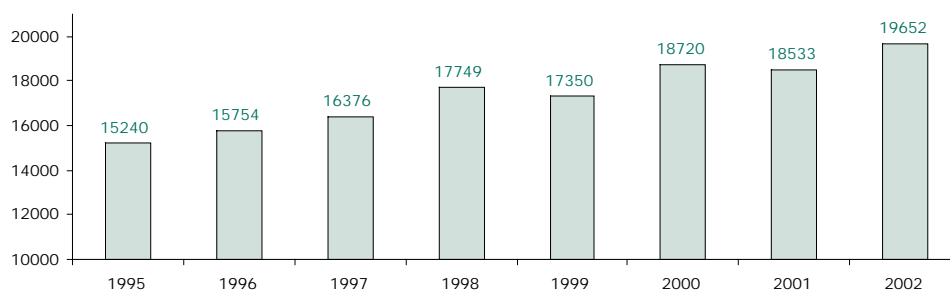
Employment situation



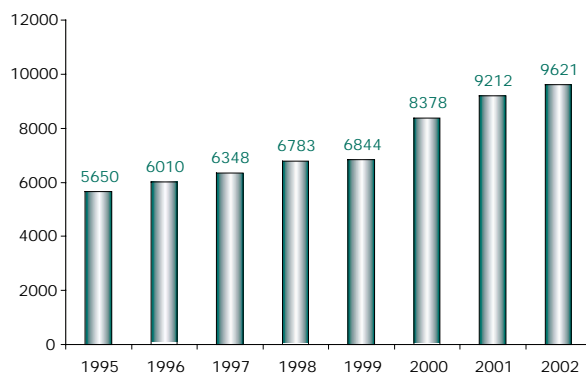
Investment evolution (MDH)



Added Value Evolution (MDH)



Export Evolution (MDH)



MAIN INDICATORS OF EVALUATION OF THE VEGETABLES CANNED INDUSTRY

Year	Number of units	Turnover	Exports	Production	Added value	Investment	Permanent staff
1998	127	3181021	2159548	3145212	811758	150898	6672
1999	123	2696810	1819514	2669677	843002	169575	5126
2000	115	2627784	1704391	2436045	560861	178005	4630
2001	108	2372307	1629463	2328038	505867	125065	4454
2002	106	2660071	1660137	2527970	477032	92159	4693

In thousands DH

In spite of the steady development seen by the vegetable canned sector, it still has to grapple with several constraints which hamper its growth that deal with:

- Supply of raw materials and variability in terms of price and quality ;
- Highly seasonal nature of the activity ;
- Low rate of use of the installed capacity (on average 50 to 60%) ;
- Multiplicity of stakeholders in the marketing circuit of fresh produce causing extra costs ;
- The low rate of diversification of markets : almost all the production is exported to the markets of the E.U. ;
- Local consumer habits geared more to fresh products than preserves ;
- Costly production factors especially with regard to energy and packaging ;
- For certain companies lack of high quality management and skilled personnel in this field ;
- Weakness of research and development.

Further, over the past few years world consumption patterns for processed fruits and vegetables open better perspectives for Moroccan industry provided it manages to fully adapt the requirements of quality and hygiene.

Moreover, the liberalization of international trade and setting up of free trade zones with certain partner nations, is indicative of the genuine opportunities for access to Moroccan processed agricultural products, in particular with regard to markets such as the European Union, the European Free Trade Association, and certain Arab and African countries. Moroccan has a very high quality tradition of vegetable and fruit gardening, even if rather irregular, and non-negligible experience in the processing of certain types of fruit such as citrus fruit. So it is better inclined to take advantage of the opportunities that arise.

Besides, the increasing urbanization of the Moroccan population, the changes in eating habits and the subsequent increase in demand for processed agricultural products permit one to believe in a better future for local industry.

Arbor Oulmés

01

NACE Code 15.41

Description of the company

Arbor Oulmés is a company specialized in arboriculture, nurseries, and vegetable production. It produces products from fruit trees (apples, pears, cherries, raisins, cherries, peaches, nectarines, prunes) and vegetables (tomatoes, green beans, courgettes). For fruit tree production Arbor is the leader in Morocco and produces almost all the types of fruit sold on the market.

Year of establishment 1962

Turnover 5.500.000 €

Employees 220

International Experience

Exports :

Countries:

Imports:

Countries:

Description of desired co-operation

Looking to achieve greater diversification in activities and production Arbor Oulmés started with a large olive tree plantation and a continuous olive crushing unit for producing high quality extra-virgin oil. The project will be located in the region of Meknès, Morocco's largest olive growing area.

To guarantee success of this project Arbor is looking for a European partner ready to participate in investment and offering solid technical know-how in this type of production as well as well founded knowledge of oil marketing. The partner would be eligible for an equally shared partnership in this new joint venture.

Strengths

- Experience in agriculture and arboriculture ;
- Investment financed by 50% ;
- Previous experience of partnerships with foreign operators ;
- "European" style corporate management and social/sanitary standards;
- Manager familiar with Morocco from a legal, social and professional standpoint.

Contact manager M. François Massé and M. M.Benchekroun, Managers

Cartier Saada Sarl

02

NACE Code 15.33

Description of the company

Cartier Saada is an agriculture and food company. It produced olives, apricots, apricot and citrus fruit pulp. Its entire production is exported.

Year of establishment 1948

Turnover 4.600.000 €

Employees 69

International Experience

Exports: 4.600.000 €

Countries : France, Germany, UK, Belgium, Sweden, the Netherlands, Italy, Austria, Libya, Senegal, Japan, USA, Canada, Australia, and New Zealand.

Imports :

Countries :

Description of desired co-operation

This company is looking for a partner seeking to relocate its production in Morocco or to enter into joint ventures for new products such as pre-cooked dishes, food sauces, deep frozen items and fruit-based preparations.

This partnership would enable participation in the financing of the new investment, exchange of know-how, at the level of production, and collaboration in the marketing of new products.

Cartier Saada is ready to participate in new infrastructures in a new zone, in corporate management, in the financing of the production and management of raw materials purchases.

Strengths

- Intimate knowledge of the transformation process ;
- High performance production tools, up to international standards (HACCP certified and ISO 9000 certification now underway) ;
- Experience in production ;
- Wide-ranging international experience (for production and export) ;
- High level of staff training.

Contact manager Mr. Hassan Debbarh, General Manager.

COVEM Sarl.

03

NACE Code 15.32

Description of the company

COVEM started its activities back in 1974 by producing canned tomatoes under the brand, Panthère. Covem, which belongs to the Chraïbi family, has a capital of 29 million dirhams. It has two units of production: the first, located in Casablanca, produces canned vegetables (French beans, apricot pulp, and jam); the second unit, which is located in Azemmour, is specialized in the deep-freezing of fruits and vegetables and the production of fruit juices.

Year of establishment 1974

Turnover 3.800.000 €

Employees 80

International Experience / Exports:

Countries : European Union (France, Switzerland, Spain, the United Kingdom, Belgium, Germany, Finland, and Austria) and also in Africa (Senegal and Congo).

Imports:

Countries: Saudi Arabia and France

Description of desired co-operation

COVEM is interested in a partnership for an upstream integration (increase of cultures in order to assure ample primary produce) and down-stream integration (distribution and sale), or in a partner who would be willing to relocate its production in Morocco, in the deep-freeze activity area. Accordingly, the ideal partner could already have a market where the production could be distributed.

Strengths

- Control of procurements ;
- International experience ;
- Good reputation: known for seriousness and trustworthiness ;
- Very good responsiveness.

Contact manager Ms. Zineb Chraïbi, Manager

Les Grands Moulins du Progrès

04

NACE Code 15.61

Description of the company

Set on a 10,000 m² industrial site, Les Grands Moulins du Progrès is an industrial facility for the production (processing of soft wheat) and sale of flour. Monthly production is of some 35,000 Qx with a daily capacity of 1,600 to 1,800 Qx. The company has its own transport service (5 trailers and 5 delivery trucks) for supply of raw materials and delivery of the finished product to customers in the region of Marrakech. Currently, the Moroccan developer, in association with another flourmill, created an Import/Export company to procure direct importation of soft wheat and thereby cut down on costs.

Year of establishment 1987

Turnover 14.000.000 €

Employees 82

International Experience

Exports :

Imports :

Description of desired co-operation

This Moroccan developer is looking for a foreign partner in the same profession able to provide downstream co-operation of wheat production through the creation of a joint venture for a production facility for top-grade pasta. The market targeted for this project is local but could be eventually extended to export.

Strengths

- Experience in the field of flourmills thereby allowing steady and continuous supplies ;
- Development of a promising market (alimentary pasta) currently shown steady growth in Morocco ;
- Availability of own capital and industrial site ;
- Creation of a company specialized in the importation of wheat.

Contact manager Mr. Abdelhaq JALAL MANSOUR, General Manager

Horti Haouz

05

NACE Code 15.33

Description of the company

Horti Haouz is specialized in the marketing of phytosanitary products and agricultural materials (mineral nutrition, fertilizers, seeds). It purchases raw materials from importers in Morocco and offers technical assistance to farmers by following up the harvest in the region of Marrakech.

Year of establishment 1998

Turnover 400.000 €

Employees 4

International Experience

Exports:

Imports:

Description of desired co-operation

This company is looking for a partner with whom it would invest in the creation of a sweet corn(maize) conservation unit. The new facility is to be of limited size (1,500,000 cans a year) and reserved for distribution of the product in Morocco. This company is very familiar with the agricultural side and is expected to handle supply of raw materials and harvesting while the partner, in the framework of a joint venture or other form of collaboration should have the know-how for canning and conservation.

Strengths

- Experience gained in agriculture and the food-processing industry field in the region of Marrakech making it possible to base activities on secure and continuous supplies ;
- Potential for developing an attractive and constantly growing market in Morocco ;
- Potential for benefiting from the double harvest of the product thanks to the favorable climatic conditions which in turn enables reduced costs in the canning facility.

Contact manager M. Idrissi Kaitouni Karim, Manager

Ets Louzida

06

NACE Code 15.41

Description of the company

Today Louzida produces two types of Argan oil. One is for human consumption (cold pressure with acidity rate of 0.30%) and the other is fragrance neutralized used in cosmetics (colourless, scentless, with 0.30% of acidity).

Global production reaches some 100 litres per day consisting of 60 % oil for human consumption for the local market. Louzida also has its own registered trademarks under which it sells on the largest distribution networks in Morocco.

Year of establishment 1988

Turnover 100.000 €

Employees 5 full time (about 100 seasonal workers)

International Experience Exports : 40.000 €

Countries : France, Germany, Japan

Imports :

Countries :

Description of desired co-operation

Louzida is looking for a foreign partner interested in forming a joint effort for industrial collaboration aiming at sub-contracting or more likely a joint venture relationship.

This Moroccan enterprise is seeking a purchaser of its products or a partnership association looking to expand its activities with the possibility of diversification of its product family (essential oils production).

Strengths

- Typically Moroccan product made of raw materials found on site ;
- High quality ;
- Well developed distribution network in Morocco ;
- High degree of expertise.

Contact manager M. Moahmmmed El Mansouri, Manager

Minoterie Sidi Ghanem

07

NACE Code 15.61

Description of the company

Minoterie Sidi Ghanem is an industrial production facility (processing of soft wheat) and sale of flour. The storage capacity is of some 24,000 Qx with a rotation of 45 days. This company intends to develop a wide range of products for a marketing system adapted to the competition. For this reason, in 1996 the manager created a second facility working under the name of Asnigrain for the exclusive processing of soft wheat for finished products such as strong flour, national soft wheat flour, round flour, special flour and bran cereal.

Year of establishment 1992

Turnover 6.000.000 €

Employees 45

International Experience

Exports:

Imports:

Description of desired co-operation

This Moroccan developer is looking for a professional foreign partner to contribute to the corporate capital of Asnigrain and provide management of that entity. The business plan for this project gave rise to an investment programme of some 2,400,000 €, the major part of which has been provided by the Moroccan developer (land, construction of buildings, installation of storage silos, etc...). Only the production equipment remains to be provided. The forecast turnover for the first year of operation is estimated to be 8,157,200 € with an internal profitability rate of 16.32%.

Strengths

- Experience acquired in the field of flourmills in the region of Marrakech thereby enabling steady and continuous supplies ;
- Possibility of developing a promising market experiencing constant growth in Morocco ;
- Availability of shareholders equity.

Contact manager Mr. Mohamed EL HABIB BERDAI, Administrator

OMTABA Sarl

08

NACE Code 24.63

Description of the company

This company presently produces essential oils and aromatic plants.

Omtaba is particularly specialized in the gathering of plants, with production reaching 15 tons per year, and the production of essential aromatic oils (to 12 tons per year) based on rosemary, thyme, oregano, among others.

Year of establishment 2001

Turnover 300.000 €

Employees 4 employees

International Experience

Exports: 20% of current production

Countries:

Imports :

Countries:

Description of desired co-operation

This company is looking for a way to switch from craft production to a genuine industrial production, with higher added value. In particular it is looking for an industrial and technical partner to mutually develop a line of finished products based on medicinal and aromatic plants for use in cosmetics (production of creams, perfumes and lotions). Production will be addressed to the local market as well as to export, in particular with regard to the Middle East and Europe.

OMTABA is searching for a partner to create together a joint venture, which, by operating in Morocco next to the raw materials and benefiting from the experience of its developers, will make it possible to be placed on the largest neighboring and European markets.

Strengths

- Proximity to raw materials ;
- Experience of developers ;
- Scientific preparation of the developers ;
- Lack of local competition.

Contact manager Mr. Meliani, General Manager

Les pivots du tadla SA

9

NACE Code 15.33

Description of the company

Les Pivots du Tadla is a company that manages agricultural land with a total surface area of 585 ha, including 546 irrigated by (rented) pivots for the framing of many products, such as wheat, maize, alfalfa, beets and citrus fruit.

Year of establishment

Turnover 1.000.000 €

Employees 26

International Experience

Exports :

Countries :

Imports :

Countries :

Contact manager Mr. Mesfioui, PDG

Description of desired co-operation

Further to problems engendered by international market balances, this company would like to diversify and reconvert to olive oil, olive-based preserves and wine. The idea consists in beginning by planting olive trees over a surface area of 300 ha (over a time-span of 4 years) and, in a second phase, to set up a refinery for the transformation of olives into high-quality pure olive oil and an olive processing facility for transformation of olives into preserves by buying up full-fledged olive harvests.

This company, which enjoys wide-ranging experience in agriculture, is looking for a partnership offering a known brand name and distribution network on the international market. The foreign partner may be a shareholder throughout the whole business process and at all levels (olives, pure olive oil- production in the olive preserve facility)

Strengths

- The olive oil sector is highly promising ;
- A high profitability rate (30%) and a sales price for olive oil at 20 Dh/litre ;
- Vast knowledge of the economic environment et agricultural/industrial climate of Morocco ;
- Well founded corporate and financial structure.

Sagroma Sarl.

10

NACE Code 15.33

Description of the company

Sagroma is an agriculture and food company. It produces canned olives, apricot pulp and lemons canned for foreign markets. Its products are sold under the Sagroma brand name.

Year of establishment 1981

Turnover 380.000 €

Employees 35

International Experience

Exports: 380.000 €

Countries: France.

Imports:

Countries:

Contact manager Mr. Mahjoub Baddaz, General Manager

Description of desired co-operation

This company is looking for a foreign partner with whom it could develop its current activity and eventually extend production. This project is part of the investment project that Sagroma is currently carrying out for the construction of a new factory on the Safi road. This investment will also make it necessary to modernize the production equipment. The ideal partner should be either a production enterprise interested in participating in the new investment, or a customer in a position to order from Sagroma and help the company in the financing of the working capital.

Strengths

- Know-how and experience in olive production ;
- Ease in the supply of raw materials ;
- Good reputation: known for seriousness and trust among suppliers.

SICOPA Sarl.

11

NACE Code 15.33

Description of the company

Company producing agricultural products canned. The products sold by SICOPA, capers and olives canned, in plastic and metal, are totally exported. 80% of SICOPA products are sold to the European Union under the two brand names and 20% under customer brand names. In the USA and Canada, the same products are sold 100% under the names of wholesalers and customers of the company. Raw material, basically packaging materials, are acquired in France and Spain. Sometimes, the metal boxes for cans are purchased in Morocco.

Year of establishment 1974

Turnover 7.000.000 €

Employees 140

International Experience

Exports: 7.000.000 €

Countries: E.U, U.S.A, and Canada.

Imports:

Countries: Spain and France,

Description of desired co-operation

This company is interested in a partnership aimed at the upstream integration of the production of olives canned.

In the framework of a joint venture, this company offers the acquisition or rental of a 700 ha plot of land for the production of 10,000 tons, destined for export for an estimated total of 3,000,000 €.

Strengths

- Experience on international markets ;
- State of the art technology ;
- HACCP certification ;
- Excellent reputation.

Contact manager Mr. Abdelhak Benzakour Knidel, and Mr. Moncef Benzakour Knidel, Managers

Siti Sté Impériale des Thés et Infusions

12

NACE Code 15.86

Description of the company

Siti is a company specialized in the production of tea, infusions and medicinal plants sold in top market bags on the European market. The main products involved are: green tea and black tea (2/3 of turnover) and medicinal plants both common and flavoured (1/3 of turnover). This company has a very well equipped facility that handles the sorting, crushing, sifting, flavoring and packaging of infusions and plants. SITI is ISO 9000 and HACCP certified.

Year of establishment 2000

Turnover 4.000.000 €

Employees 248

International Experience

Exports: 3.600.000 €

Countries: France, USA

Imports: Germany, China

Countries:

Description of desired co-operation

This company is looking for a partner with whom it could collaborate for the production of top quality tea, infusions and medicinal plants. The partnership formed could take the form of an equal contracting arrangement for a foreign order issuer or via a joint venture for the construction of a specialized production unit designed to guarantee permanent control of the product, on the basis of a long-term relationship.

Strengths

- Specialized in top range products and capability of producing quality items in very special kinds of bags (Mousseline and Crystal) ;
- ISO 9000 and HACCP certified ;
- Experience in sale abroad, via a network of highly known European brand names ;
- The company has been assisted by EME, the private sector development project financed by the EU through the MEDA programme.

Contact manager Mr. Moustapha El Baroudi, CEO

Sudexport

13

NACE Code 15.41

Description of the company

This company, created in 1935, operates in the production of vegetable oils and extra virgin olive oil under its own brand name, Huile Atlas.

Extra virgin oil is produced using an automatic process, yielding an excellent finished quality with an acidity rate of no more than 0.5%.

Year of establishment 1935

Turnover 2.000.000 €

Employees 30

International Experience

Exports (€) :

Imports (€) : 600.000

Description of desired co-operation

This company is looking for a foreign partner with whom it can enter into direct links for production through a stable partnership. In this connection, the company proposes several types of collaboration ranging from the production of extra virgin olive oil, within the framework of sub-contracts, to joint ventures. In the latter case, the company would be ready to sell some parts of its company capital. This enterprise, which has an automatic production process, is also interested in investing, together with the potential partner, in a PET packaging system.

Points de Force

- Experience acquired in oil-production: this company has produced extra virgin oil since 1980, under its own brand-name and its distribution circuit. The quality of the product, which has been certified by many international prizes has a very low acidity rate 0.4 – 0.5%;
- Vertical integration of the company ensuring the production chain from the crop (at the group's own farm) through trituration, production and packaging.

Contact manager Mr. Regragui Abderrazak, CEO

VMM Sarl.

14

NACE Code 15.33

Description of the company

In 1969 VMM began producing vinegar, olive canned and condiments in metal and plastic boxes. In 1972, VMM produced under sub-contracting arrangements pickles for the French company AMORA. This activity was ended in 2002, further to low profitability problems caused by competition. In 1979, VMM added the production of jam, under the trade name of Al Baraka. In 2002, production of tuna canned was added to the company's activities. This enterprise has 4, 6 ha of surface area including 7520 covered square meters and 5000 more for storage. VMM employs 40 management staff and the number of employees can shift from 120 to 300 persons.

Year of establishment 1969

Turnover 10.000.000 €

Employees 120

International Experience

Exports:

Countries: EU (France, Belgium), Africa (Tunisia, Senegal, Mauritania), and U.S.A

Imports:

Countries : U.E, Saudi Arabia, and Canada

Description of desired co-operation

VMM is looking for a partner for the production of plastic (with plastic proportion) and sanitary packaging. It is also looking into the production of tomato pulp. This company seeks to increase production of other products to make up for the lack of production capacity. VMM would be interested in a commercial joint venture designed to optimize its production capacity and to search out new inroads and a technological joint venture to diversify its production. The partner could participate in a percentage of less than 50%.

Strengths

- Know-how (technology and formulation) ;
- 35 years of experience ;
- Experience on international scene ;
- Young and motivated team (35 is the average age) ;
- Well-known Brand names in Morocco.

Contact manager Mr. Iliass ElEulj, Executive Assistant

Wassa Sarl.

15

NACE Code 15.33

Description of the company

Working in the agriculture and food industry the company produces over 24 varieties of olives packaged in barrels or trays and pasteurised iron cans in addition to condiments (lemons, capers, pimentos and harissa). Wassa products are basically for the local Moroccan market.

Year of establishment 1993

Turnover 2.8000.000 €

Employees 100

International Experience Exports:

Countries: E.U., Canada, UAE and Africa.

Imports:

Countries: Spain and Portugal

Description of desired co-operation

Wassa is looking for a partner in order to set up a plastic packaging production facility. It remains open to any type of technological joint-venture, especially with regard to olive processing equipment. This company is also interested in sub-contracting.

Strengths

- Know-how and experience ;
- Brand name known locally and very good notoriety ;
- Leader on the local market for products sold in bulk.

Contact manager Mrs. Asma Missa, Manager

Leather, potential future of industry in Morocco

The leather and shoe industry is an important component for consumer goods in Morocco. It plays a prime role in the national economy. Since the early 1980s it has seen important development in the field of transformation of products and exports.

This sector accounts for over 351 industrial facilities and in 2002 reported output of some 2.4 Billion DH, an added value of 820 Million DH and exports of 1.3 Billion DH. The total number of employees in 2002 was of more than 17 000 persons. Over the past 6 years, the investment laid out saw a substantial rise growing from 86 Million DH in 1994 to 135,7 Million DH in 2002.

Today, the leather sector continues to represent one of the high potential sectors for exports of Moroccan industry.

ITEMS	TRANSFORMATION	LEATHER AND LEATHER	SHARE IN %
	INDUSTRY	ITEM SECTOR	
Number of establishments	7200	351	5
Staff	475642	17021	3,5
Production	176 Billion DH	2,4 Billion DH	1,4
Added value	59 Billion DH	820 Million DH	1,4
Investment	10 Billion DH	136 Million DH	1,3
Exports	47 Billion DH	1,3 Billion DH	3

The Moroccan leather industry covers diversified activities. It is made up of tanneries working for export as well as for the requirements of the local market, a leathercraft and leather garment branch and high performance footwear branch almost exclusively geared to external markets.

Key figures in Moroccan industry

ITEMS	TANNERY SECTOR	LEATHERCRAFT AND	FOOTWEAR
	I	GARMENT SECTOR	SECTOR
Number of establishments	55	59	237
Staff	1708	2306	13007
Production (Million DH)	538,5	329	1508
Added value (Million DH)	137	91	592
Investment (Million DH)	13	7	116
Exports (Million DH)	225	281	846

The shoe industry accounts for a share of 63% of output in this sector, 62.5% of exports, 72% in added value and 85% of investments. The shoe and footwear branch remains the principal activity of Morocco's leather industry. The footwear facilities put out 1508 Million DH including 846 Million DH (i.e. 56%) for export. Footwear is characterized by the diversity of the items made. Some well known foreign brands have chosen Morocco for manufacturing their products, in particular Kickers Baby Botte, Salamander, Puma and Adidas. The other sub branches in decreasing order of importance are: Tannery and leather dressing and the manufacture of leather items.

Output and added value:

The value of the output of leather and footwear industries reached some 2.4 Billion Dirhams in 2002.

It represents about 1.4 % of the value of total production of transformation industries and includes 1508 Million Dirhams for footwear.

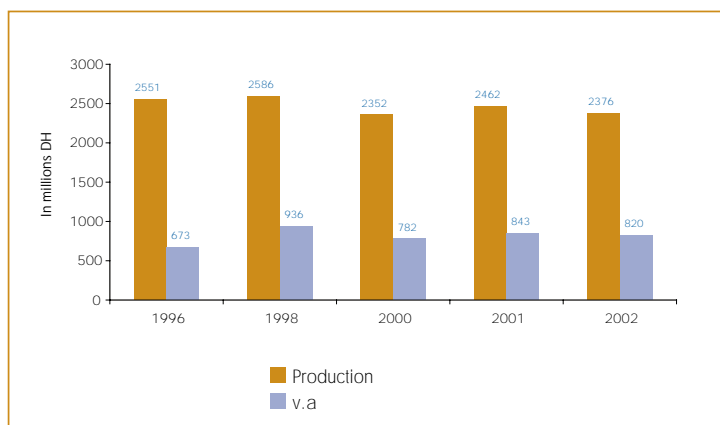
Further, the added value generated by leather industries was of more than 820 Million DHS in 2002, vs. only 673 Million Dirhams in 1996, i.e. an improvement of about 22%.

Distribution and trends per activity branch and added value between 1996 and 2002

in million DHS

	1996		1998		2000		2001		2002	
	Rod	AV	Prod	AV	Prod	AV	Prod	AV	Prod	AV
Tannery- substitutes	937	136	654	182	719	151	586	141	538,5	137
Leathercraft and garments	411	131	328	82	317	109	382	115	329	91
Footwear	1203	406	1604	672	1316	522	1494	587	1508	592
Total	2551	673	2586	936	2352	782	2462	843	2376	820

Trend in production and added value



Investment:

The investments made in this sector in 2002 reached some 136 Million Dirhams, down by 17.5 % vs. 2001.

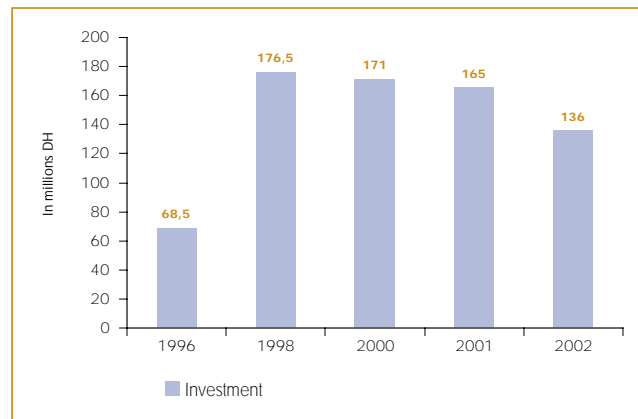
85% of the said investments are accounted for by the footwear branch.

Trend in investment for period 1996 to 2002

in million DHS

	1996	1998	2000	2001	2002
Investments	68,6	176,5	171	165	136

Trend in investment



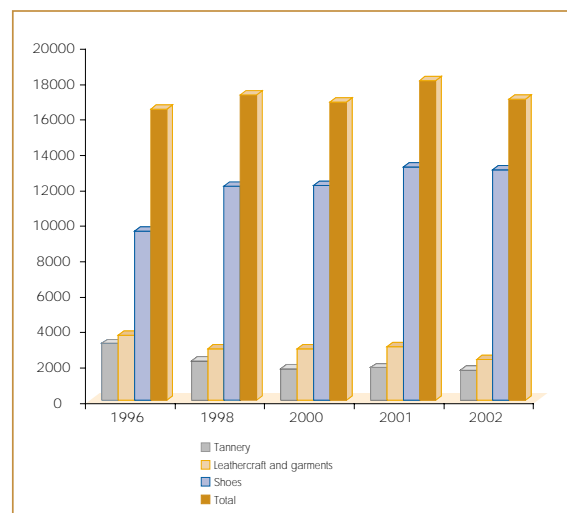
Employment:

Employment in the leather industry has witnessed different trends over the five past years. Footwear saw a net improvement and leaped forward from 9560 in 1996 to more than 13000 jobs in 2002, i.e. a jump of 36%. Moreover footwear contributes to 76% of all jobs throughout the sector.

Distribution and trends par branch of activity for jobs between 1996 and 2002

	1996	1998	2000	2001	2002
Tannery	3211	2228	1776	1844	1708
Leathercraft and garments	3692	2919	2917	3014	2306
Footwear	9560	12105	12144	13187	13007
Total	16463	17252	16837	18045	17021

Employment evolution



Export

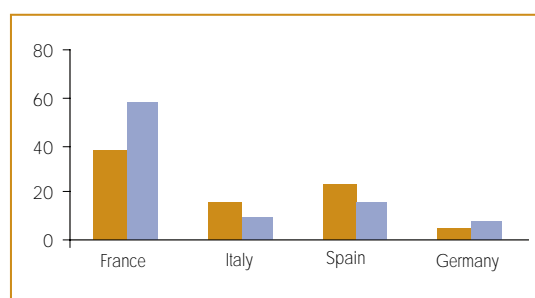
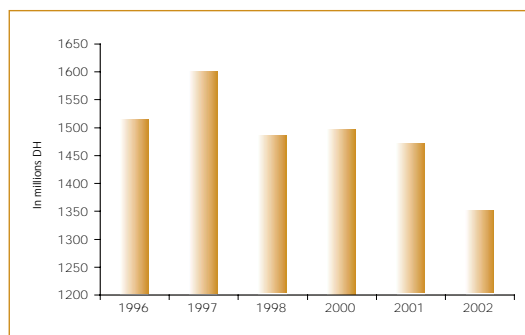
In general, Moroccan exports for leather items went along the same path over the six past years except in 1997 when they reached almost 1600 Million DH. To be pointed out is that footwear represents 62.5% of the total number of exports of leather items.

Trend in exports during 1996-2002

	In million DHS					
	1996	1997	1998	2000	2001	2002
Exports	1514	1600	1486	1497	1472	1352

MAIN COUNTRIES	IMPORT	EXPORT
France	37%	58%
Italy	15%	9%
Spain	23%	16%
Germany	5%	8%

Trends in Exports of Leather Industry



Geographical distribution

Although present throughout Moroccan territory, 54% of the companies in the leather sector are concentrated in greater Casablanca and 34% in Fez-Boulemane.

These businesses all by themselves account for over 91% of the exports and nearly 85 % of its output.

REGION	PRODUCTION %	EXPORT%	NUMBER OF UNITS %	STAFF %
Greater Casablanca	72	80	53	64,5
Tangier – Tetouan	7	10	4	15
Rabat – Salé	1	0,3	1,4	1
Fez	10,5	3	33	10
Meknes	3	2	2	2,5
Marrakech	3,5	1	2	2
Other	3	3	6	5

Main output of Moroccan leather industry

The main products of the leather industry are respectively footwear, tanned leather, garments and leathercraft items as well as leather substitutes.

LEATHER, LEATHERCRAFT		FOOTWEAR AND GARMENTS	
Tanned leathers	23%	Hand bags, suitcases, briefcases, trunks	7%
Garments,	6,5%	Footwear	64%

Principal leather goods Morocco has to offer for export

- A wide range of leathercraft items or leather substitutes: travel items, hand bags
- Leather garments and accessories
- A great variety footwear items: sports shoes, safety shoes, similar type items

Main products imported by Morocco for the leather industry

- Rough and finished hides
- Supplies and accessories for leathercraft goods, shoes and garments
- Chemicals and coloring agents
- Plastic or rubber soles
- Moulds
- Lasts
- Textiles used for leather goods: non-woven, labels, thread, coated fabrics, linings, padding, etc.
- Packaging

Main investment niches in the leather and footwear industry

- Safety shoes
- Watch arm bands
- City shoes
- Sports shoes
- Leather garments
- Moulds and lasts for shoes

Current advantages of the leather – shoe industry in Morocco

The leather industry represents one of the main manufacturing sectors traditionally set up in Morocco.

A special time of prosperity was in the 1980s, in particular with the development of sub-contracting sparked by the "de-localization phenomenon" in Europe. Morocco, even though it saw a net improvement in exports during this period, was unable to take advantage of this European movement. And this, in spite of its potentialities in terms of:

- Production capacity.
- Availability of qualified and competitive labor.
- Strong potential for development of the activity at the international level.
- Geographical proximity, a non-negligible factor for an industry that is beholden to fashion where production deadlines and speed of delivery constitute definite advantages.
- Existence of local know-how of great renown.
- Country of leather tradition allowing a commercial argument of great importance in order to penetrate new markets.
- Presence on promising external markets undergoing strong development (Africa, Middle East, Arab countries,...etc.)
- Highly diversified industry undergoing great change

- Entirely renovated customs procedures to better meet the requirements of fast turnaround.
- Modern and up-to-date means of transport of high performance levels
- Training meeting the requirements of businesses
- Basic infrastructures available at competitive prices and under permanent expansion, thanks to the contribution of the Hassan II Fund for economic and social development.
- An attractive sector for investment.
- Diversified livestock and high quality raw materials.
- Flexibility and fast turnaround of businesses to meet the requirement of foreign demand.

Development strategy of leather sector and endeavors currently being undertaken

The national economic strategy is marked by the sheer determination to increasingly open up the Moroccan economy to the world economy. Membership of Morocco in the GATT agreement, in the WTO, the signing of free trade agreements, etc. all bear witness to this strategic orientation.

From an industrial standpoint this orientation goes hand in hand with de-protection of businesses on the national market through the gradual lifting of all trade and non-trade barriers.

In this increasingly competitive context, the Moroccan firm shall be required to take a new look at its resources and tool in order to transform the risks of this new opening into opportunities to be seized by carrying out competitive restructuring.

Institutional and economic reforms for upgrading are far enough ahead to enable the achievement of the objectives set.

In this direction, the public authorities and sector professionals have undertaken a myriad of initiatives for the development and promotion of the leather sector, i.e.:

- Instauration of the necessary regulatory measures for re-organizing the sector in particular upstream, and compliance with international standards regarding environmental protection.
- Optimisation of rough leather offerings (breeding, slaughtering, statute of collectors, leather stock market, etc.).
- The modernization of tanneries in order to produce good quality finished leather in tune with fashion trends.
- Repositioning of the industry favoring the progressive switch from sub-contracting to the manufacture of finished products of high added value.
- Strengthening of the commercial strategy through the creation of platforms in European countries with high export potential and the development of partnerships and alliances.
- The development of training programmes for human resources so as to improve corporate competitiveness.
- Creation of a technical center for leather industries for research, technological innovation and standardization.
- Installation of industrial parks provided with new and modern technological facilities making it possible to preserve the environment and provide a place for providing a place for the tannery industries.
- Promotion of investments through the Hassan II Fund.

Aladin Shoes Sarl.

16

NACE Code 19.30

Description of the company

Aladin Shoes operates in the leather sector -the manufacture of shoes. It produces shoes for men and women, within the framework of sub-contracts with contractors from Spain and Italy. Its production is totally export oriented.

Year of establishment 2001

Turnover 2.960.000 €

Employees 40

International Experience

Exports: 2.960.000 €

Countries: Spain, Italy, and the United States.

Imports:

Countries: France, Spain, Italy, and Portugal

Description of desired co-operation

The company is looking for subcontracts or co-sourcing contractors interested in the production of men's and women's shoes that are destined for foreign markets.

The company intends to increase its production capacity and to diversify its customers by opening up to other markets.

Strengths

- Aladin company is one of the major shoe-producing units in Morocco ;
- A considerable experience in the trade and in the manufacture of shoes (minimal quantities of goods are returned) ;
- Recently-acquired production equipment.

Contact manager Mr. Benchakroun, General Manager.

BSA

17

NACE Code 19.30

Description of the company

BSA is a firm specialized in the making of shoes for children. 70% of its activities is undertaken, within the framework of sub-contracts, on behalf of such brands as BabyBottes and Mod8. 30% of its products are marketed locally through a network of stores in Morocco. The firm has a production capacity of 3,000 pairs of shoes per day.

Year of establishment 1981

Turnover 4.400.000 €

Employees 200

International Experience

Exports: 2.800.000 €

Countries: France

Imports:

Countries:

Description of desired co-operation

BSA is looking for a partner with whom it would work, within the framework of sub-contracts or co-sourcing. BSA has its own collection and may realize other articles on the basis of patterns/models, or drawings provided by the foreign partner.

Strengths

- BSA is the offshoot of a partnership with a French brand (BabyBottes) and possesses highly developed know-how in the area ;
- A network of shops and stores in Morocco ;
- The company has been assisted by EME, the private sector development project financed by the EU through the MEDA programme ;

Contact manager Mr. Abdellah Rida, General Manager

Les Caoutchoucs au Maroc

18

NACE Code 25.13

Description of the company

The company produces such rubber articles as boots, soles, buckets, and garbage cans. The market is made up of wholesalers and distributors in France (accounting for 10% of the production) and their counterparts in Morocco (who account for 90% of the production). The company manufactures 30,000 pairs of boots (while the production capacity stands at 150,000); 70,000 buckets per year (which represents 100% of the capacity), and roughly 30,000 pairs of soles.

Year of establishment 1959

Turnover 1.000.000 €

Employees 40

International Experience

Exports: 100.000 €

Countries: France

Imports:

Countries: Germany, Italy, France, and Spain

Contact manager Mr. Surmenian, Manager

Description of desired co-operation

The company seeks a partner, thanks to whose assistance it would produce plates (to be brushed with special paints) and used in the production of soles. Presently, almost all plates are imported, and the Moroccan market requires between 2,000 and 2,500 tons per year. The co-operation sought consists in establishing a joint-venture that is intended for the production of plates not solely for the local market but also for the foreign one.

Strengths

- Very efficient equipment, including a German-made (Werner) kneader, with a capacity of 50 liters per 5 minutes, and a very high quality level ;
- Experience in the sector; the company has been in the rubber business since 1960 ;
- Integration with the other units (belonging to the same associates) which produce soles and boots for the local and the foreign market ;
- Seriousness and experience in the area of activity of the developer, who already operates, in a joint-venture with foreign partners, in the manufacture of soles and boots ;
- The company has been assisted by EME, the private sector development project financed by the EU through the MEDA programme.

KHIAM CUIR

19

NACE Code 19.20

Description of the company

Khiam Cuir is an integrated firm which produces processed skins and leather goods for the national and the foreign markets. The activity of the firm comprises the entire productive range, notably, tanning, dyeing, finishing, and the making of finished products. As to its principal products, they include: tanned and dyed cow-skins; goat-skins for articles of clothing and lining; calf-skins, leather clothing items (jackets, coats, trousers, skirts, shirts, and babouches, traditional Moroccan shoes), and fine leather goods.

Year of establishment 1982

Turnover 400.000 €

Employees 100

International Experience

Exports: 200.000 €

Countries: Italy (The District of Solofra), Spain, and France.

Imports:

Contact manager Mrs. Latifa Boughalem, Manager

Description of desired co-operation

The firm, which has already sub-contracted for foreign clients (French, Spanish, and Italian) seeks a partner in the area of tanning, who would be ready to provide it with such technical assistance as would improve the quality of the product manufactured, and thereby, enable it to offer competitive exportable articles. The type of co-operation contemplated consists in a joint-venture designed to produce semi-processed or finished skins. The production capacity of the raw materials, which are either imported or purchased locally, is 1,500 skins per day. The production capacity of jackets adds up to 1,000 per month.

Points de Force

- The experience acquired in the area of tanning since 1982, as enhanced by the export of processed skins and with the tanning district of Solofra in Italy ;
- The experience acquired with foreign clients in the manufacture of finished products, within the framework of subcontracts ;
- The vertical integration of the production unit, which permits better quality control and a reduction in transaction costs.

Maridior

20

NACE Code 29.54

Description of the company

Maridior manufactures punches and accessories for the leather goods and shoe-making industry. 50% of its production is destined for foreign markets (France, Spain, and Italy). The punches are used in the making of shoes, leather goods, saddlery, and women's lingerie. The company also has a CAD within its series-tracing service.

Year of establishment 1987

Turnover 1.500.000 €

Employees 40

International Experience

Exports: 900.000 €

Countries: France, Spain, and Italy.

Imports:

Countries:

Description of desired co-operation

The company seeks a partner with whom it would develop, within the framework of subcontracts, and with the aim of establishing a joint-venture:

- Cutting articles for the automobile industry ;
- Molds for the production of shoe-soles, by means of plastic injection, for the local market and the foreign one.

Strengths

- ISO 9001 certification in progress ;
- Very efficient work-organization ;
- Working experience in the field, both in Morocco and abroad.

Contact manager Mr. Mohamed Bennis, Manager

Nacer Shoes

21

NACE Code 19.30

Description of the company

The core activity of Nacer Shoes is the manufacture of shoes for men, women, and children. The company works for the benefit of a foreign clientele, French in the main, within the framework of sub-contracts. The production range of Nacer Shoes is varied, comprising as it does, comfort shoes, sport shoes, and town shoes. And its production capacity is in the order of 3,000 pairs of shoes per day.

Year of establishment 1992

Turnover 900.000 €

Employees 240

International Experience

Exports: 900.000 €

Countries: France

Imports:

Countries:

Description of desired co-operation

Nacer Shoes seeks a professional partner with whom it would develop a sub-contract-based relation, in order to diversify its customers and to optimize its production capacity. The company is thus looking for a stable and long-term relation with a partner willing to relocate part of his production in Morocco. Nacer Shoes is capable of producing a diversified range of products, by means of several mounting techniques (gluing, injection, and sewing, etc.)

Strengths

- Lasting relations with clients, as developed over the long term ;
- Modern and efficient means of production ;
- On-going training of the work-force by foreign or internal technicians.

Contact manager Mr. Rafik Mohamed and Mr. Rafik Bouchaib, Managers.

Macha sarl

22

NACE Code 19.30

Description of the company

Macha is a women's and children's shoe-making factory that is located in the Oulad Salah Industrial Zone. The premises consist of a 3,500 m², 3 floor building, that is only 5 minutes away from the airport, and 20 minutes away from the Casablanca harbor. Macha, which works solely for foreign contractors (France, Italy, and Spain), holds references from major international brands. Thanks to its strategic position within the up-market, Macha can actually afford to develop serious business with the best international shoe-making brands. At the level of production, the company has 140 persons who assure the smooth operation of virtually brand-new production-equipment.

Year of establishment 1981

Turnover 1.200.000 €

Employees 100

International Experience

Exports: 1.200.000 €

Countries: Spain, Italy and France

Imports:

Countries: France, Portugal, Spain and Italy.

Description of desired co-operation

The objectives that the company aims to attain, through the project, may be summed up thus:

- Realization of a new product with a foreign contractor (within the framework of a joint-venture);
- The expansion of the sales' market, through the diversification of the clientele.

The ideal partner would be a company operating in the same sector and willing to offer—within the framework of a joint-venture—some assistance in the realization of models and the creation of a common brand which would be distributed via a distribution channel pertaining to the partner, or otherwise.

Strengths

- The positioning of the company within the up-market ;
- Business/commercial references ;
- The quality of management and the company's experience in the field (an experience that exceeds 42 years in the trade).

Contact manager Mr. Karim Alaoui, Manager

Promacuir

23

NACE Code 19.30

Description of the company

Promacuir is a firm that manufactures mid-range and upscale shoes for men, women, and children. Its production capacity varies between 500 and 1200 pairs per day, according to the article manufactured. The firm operates exclusively in terms of sub-contracts, on behalf of such French contractors as ERAM and CHUPIN-PENAUT. The developer owns another newly-created unit, "Gimacuir," which operates in the same sector and sub-contracts a part of the production of Promacuir.

Year of establishment 1994

Turnover 400.000 €

Employees 70

International Experience

Exports: 400.000 €

Countries: France

Imports:

Countries: France

Description of desired co-operation

Promacuir is looking for a partner for the setting up of a joint-venture in Morocco, in the area of leather-shoe-making, among other things. By virtue of such relation, the foreign partner would bring his technical know-how, in return for the experience of the Moroccan developer in terms of management. Moreover, Promacuir is ready to take orders of up to 2,000 pairs per day from a company, or group of companies, within the framework of a total sub-contract.

Strengths

- The availability of the necessary funds for such an investment;
- The availability of industrial facilities ;
- The experience of the developer in management.

Contact manager Mr. Najib EL HILALI, General Manager

Real Chaussures

24

NACE Code 19.30

Description of the company

Real Chaussures produces shoe-uppers for mid-range and upscale shoes. The company, whose production capacity stands at 1,500 pairs per day, works on behalf of foreign markets: France (70%) and Spain (30%). More specifically, Real Chaussures works for the benefit of internationally-reputed mid-range and up-market brands of shoes.

Year of establishment 1993

Turnover 1.100.000 €

Employees 85

International Experience

Exports: 1.100.000 €

Countries: France and Spain.

Imports:

Countries:

Contact manager Mr. Hicham Bennis, Manager

Description of desired co-operation

The company seeks a professional partner, specializing in upscale shoe-making, with whom it would develop two possible kinds of co-operation:

- Sub-contracts and joint-contracts in the production of finished-product shoes. The company, whose core activity is the shoe-upper of the shoe, would like to develop the mounting part activity. And to this end, it would like to benefit from the technical assistance of its partner;
- Sub-contracts and joint-contracts in the areas of leather goods and seats designed for the automobile industry.

Strengths

- ISO 9001 Certification in progress;
- Minimal production lead-times: the company processes supplies of raw materials and effects deliveries every week;
- High quality product levels and long term relations established with very demanding European brands ;
- The company has been assisted by EME, the private sector development project financed by the EU through the MEDA programme.

Rony's S.A.R.L

25

NACE Code 19.30

Description of the company

Rony's was founded in 1991, with a private capital of 6,000,000 Dhs. The company is specialized in the manufacture of shoes, particularly men's shoes (50%) and sports shoes for women and children (50%). The company, which employs 200 persons, is located in 4,000 m², four covered floors building, and 600m² uncovered surface area. The daily output of the firm is 2,500 pairs of shoes, manufactured on its two production-chains, (which represents 60% of its optimal production capacity).

Year of establishment 1991

Turnover 5.283.284 €

Employees 200

International Experience

Exports: 5.283.284 €

Countries: France, Germany and French-speaking Africa.

Imports:

Countries: Italy, Spain, Portugal and Asia.

Contact manager Mr. Mohamed Maazi, CEO

Description of desired co-operation

Rony's is looking for a partner willing to partake in a joint-partnership at the level of design, production, and marketing. The aim of the company is to boost its production and to offer products that can be distinguished from the products of the competition.

Strengths

- Branding and designing of products ;
- Experience in finished products, men's and women's shoes;
- Craftsmanship ;
- The company has been assisted by EME, the private sector development project financed by the EU through the MEDA programme.

Select Diffusion S.A.R.L

26

NACE Code 19.30

Description of the company

Operating within the framework of sub-contracts, co-sourcing, and finished products, Select Diffusion manufactures the following articles: shoes for children (babies), which account for 60% of its output; shoes for women, which represent 30% of its production; and shoes for men (10%). The entire production is destined for export to several countries, namely France, Italy, Spain, Switzerland, and Greece. Production is effected within a leased 6,000 m², 5 floor building. Its production capacity may attain 4,000 pairs per day. The company has a capital of 200,000 € and employs some 180 persons.

Year of establishment 1996

Turnover 1.300.000 €

Employees 180

International Experience / Exports: 1.300.000 €

Countries: France, Italy, Spain, Switzerland and Greece.

Imports:

Countries: Spain, France, Italy, India and Portugal

Contact manager Mr. Amaiz, General Manager

Description of desired co-operation

Select Diffusion seeks a partner for:

- Sub-contracts or joint-contracts so as to attain its full (100%) production capacity;
- Commercial and technological joint-venture intended for the manufacture of the same articles it currently produces, as well as a new product : Goodyear shoes –which requires a total investment of 150,000 Euros. The company is ready to finance its share, thanks to its own funds and to put its infrastructures and know-how at the disposal of the project.

Strengths

- Proactive ;
- International experience ;
- The diversity of the production ;
- The company has been assisted by EME, the private sector development project financed by the EU through the MEDA programme.

SMART

27

NACE Code 19.30

Description of the company

SMART operates in the leather industry sector. It manufactures such leather goods as handbags and wallets and deals with contractors in France, within the framework of sub-contracts. One such is Arnex on behalf of which it manufactures the brand Sequoya –an activity that accounts for 70% of the company's turn-over. SMART also works with Bamboo, Delphine, and Clémende. 10% of the raw materials are acquired locally for the fashioning of different articles. The average rate per minute that SMART proposes is 0.15 Euro. The company also has its own store through which it sells about 5% of its production.

Year of establishment 1978

Turnover 568.405 €

Employees 45

International Experience

Exports: 540.000 €

Countries: France

Imports:

Countries: Italy and France

Contact manager Mr. Mustapha BENNIS, Sole Manager

Description of desired co-operation

SMART is looking for a professional partner who would be interested in launching a joint-venture in Morocco. By virtue of his know-how in the trade of custom-made fine leather goods, the foreign partner is expected to assist in the transition of the company from an artisan's firm to an industrial company, and thereby, augment its output, and also to help in the marketing of the articles manufactured.

Strengths

- Experience in the trade ;
- Good reputation in the financial market ;
- Availability of own funds for a possible re-investment.

Somacoc

28

NACE Code 19.10

Description of the company

With a production capacity of between 1,000,000 and 1,200,000 meters per year, Somacoc produces imitation leather, in PVC and in polyurethane. Its product is used mainly in furnishing, shoe-making, and leather goods. 70% of Somacoc's production is for the local market, while the remaining 30% is for foreign markets, notably the French and the German ones. About half of the foreign customers are shoe-makers and the other half are re-sellers. The local market is made up essentially of distributors, who may purchase considerable quantities of imitation-leather in terms of metering.

Year of establishment 1979

Turnover 2.000.000 €

Employees 58

International Experience / Exports:

Countries:

Imports:

Countries:

Description of desired co-operation

Somacoc seeks a partner who is willing to relocate a part of his activity in Morocco, with the aim of improving the quality of the production. The company is ready to invest its own funds in the setting up of a workshop intended for the finishing of products. The unit will have to be equipped with efficient machines (for printing and embossed finish, ...), in order that it may propose a high quality product.

Strengths

- Somacoc is the only producer of imitation leather in the region of Fez ;
- Long-term relations established with stable clients ;
- The company has been assisted by EME, the private sector development project financed by the EU through the MEDA programme.

Contact manager Mr. Karim Slaoui, General Manager

Le Soulier Élégant

29

NACE Code 19.30

Description of the company

The company is specialized in the production of town shoes and security shoes. The production capacity of The Soulier Elegant is 800 pairs per day, or 200,000 pairs per year. 80% of the products is intended for the local market (Morocco), while 20% is exported abroad. Regarding security shoes, the main clients are public offices, while town shoes are sold to distributors and exporters. The company proposes two collections per year and participates in international fairs, in Germany and in France, in particular.

Year of establishment 1985

Turnover 400.000 €

Employees 40

International Experience

Exports: 80.000 €

Countries: France

Imports :

Countries:

Description of desired co-operation

The Soulier Élégant is looking for a partner willing to relocate a part of his shoe production in Morocco so as to explore the local market and, above all, export to the foreign one. Presently, the company has a significant production capacity, which may satisfy the requirements of a foreign partner.

Strengths

- Experience in international production: the company has, for a long time, exported shoes to Libya and attained a turn over of 1 million Euros ;
- Production capacity and quality shoes ;
- Participation in international fairs, with its own collections ;
- The company has been assisted by EME, the private sector development project financed by the EU through the MEDA programme.

Contact manager Mr. Mustapha Sadafi Benhayoune, CEO

Tanger Shoes

30

NACE Code 19.30

Description of the company

Tanger Shoes is a company specialized in the sub-contracted production of shoes and leather shoe-uppers. Its main products: sports shoes and town shoes for men and women are sold in the European market, notably in the French and Spanish markets. Tanger Shoes also boasts experience in the elaboration of its own collection. It currently works with mid-range and upscale brands. The capacity of its production unit is 700,000 pairs per year.

Year of establishment 1992

Turnover 1.800.000 €

Employees 240

International Experience / Exports: 1.800.000 €

Countries: France and Spain

Imports:

Countries:

Contact manager Mr. Boubker El Mernissi, Manager

Description of desired co-operation

Tanger Shoes seeks a partner with whom it would manufacture products, within the framework of a sub-contract, and sell a part thereof in the local market. The company intends to set up a distribution network, via a chain of owned stores and shops. To this end, it would like to develop a long-term relation with a professional partner (representing a European sports brand) who would be interested in exploring the local market.

Strengths

- Experience in the realization of own collections ;
- High quality level and a network of upper mid-range customers in Europe ;
- Very short production lead-times ;
- A strategy premised on investment and on-going improvement of the machinery ;
- The company has been assisted by EME, the private sector development project financed by the EU through the MEDA programme.

Tannerie Berrada Frères

31

NACE Code 19.10

Description of the company

Berrada Freres Tannerie, which was set up in Fez in 1990, is a family firm. The firm has considerable experience and know-how in the tannery trade (notably, the tanning of cow-skins). Its clientele is stable, consisting as it does of 3 shoe-making and exporting firms. Its monthly production capacity is in the order of 624,000 square feet.

Year of establishment 1990

Turnover 915.000 €

Employees 22

International Experience

Exports:

Countries:

Imports :

Countries: Germany and Italy.

Contact manager Mr. Berrada Abderrahim, General Manager

Description of desired co-operation

The firm is looking for a partner with whom it would set up a well-equipped and efficiently organized tannery workshop designed for the finishing process (all sorts of finish) in order to develop its finished products and to better meet the requirements of the upscale market, and also to improve the quality of down-market products. The production would be designed for an assured clientele that is interested in mid-range or upscale finished products. To this end, Berrada Tannery would like to launch a joint-venture.

Strengths

- Good knowledge of the tannery sector ;
- Control of the raw material procurement ;
- Good relations with clients ;
- Good observance of delivery lead-times ;
- An ecologically oriented firm, for it is connected to the used water treatment station of the city of Fez.

Tannerie Saiss

32

NACE Code 19.10

Description of the company

Saiss Tannery, which is specialized in the production of sheep skins, has a production capacity of 2,000 skins per day, which corresponds to 14,000 square feet of processed skins per day. The company deals with leather clothe-making companies that distribute part of their production in the local market, and export the rest abroad, thanks to a distribution network. Saiss Tannery has recently invested in the setting up of a production unit specialized in the processing of cow-skins, with a production capacity of between 400 and 500 skins per day.

Year of establishment 1990

Turnover 650.000 €

Employees 40

International Experience / Exports: 87.000 €

Countries: Turkey

Imports:

Countries:

Description of desired co-operation

Saiss Tannery is looking for a professional partner who would help it improve the finishing process in the treatment of skins. The company would thus be willing to invest in a joint-venture aimed at producing quality products that are also competitive in foreign markets.

Moreover, the developers, who also own another production unit, specialized in the making of leather clothes, seek a partner with whom they may develop this activity, not only in terms of the quality of the finished product but also in terms of the scope of the distribution network.

Strengths

- Previous experience in foreign markets, notably the export of semi-finished (wet-blue) skins to Italy ;
- Integration with a leather clothe-making unit, which permits possible production synergies.

Contact manager Mr. Mohammed Berrada, Manager

Tafilalt Tannery Unit

33

NACE Code 19.10

Description of the company

The company has a considerable (30 years) experience in the tannery trade. Between 1990 and 2001, it actually processed and developed sheep skins which it sold in Salerno as well as in the District of Solofra in Italy. Presently, the company produces finished sheep skins for the local market, at a daily production rate of 500 to 600 skins (which corresponds to a production of 3,500 to 4,000 square feet of finished product per day).

Year of establishment 1993

Turnover 400.000 €

Employees 40

International Experience

Exports:

Countries:

Imports:

Countries:

Description of desired co-operation

The company would like to expand in order to promote its production and to enhance the quality of its finished products. To this end, the company is looking for a professional partner willing to work, within a joint-venture, in order to ameliorate the quality of the finished product and to develop it.

Strengths

- An established experience of 30 years in the profession ;
- A company known in the national market, notably for the purchase of sheep skins ;
- In 2001, the company was nominated by the Ministry of Foreign Trade among the 6 best exporting companies in the category.

Contact manager Mr. Chrif Idrissi, General Manager, and Mr. Chakor Lahbib, Manager.

The economic weight of the textile garment sector

Since the independence of Morocco the textile garment sector has emerged as the primary industrial pole of the private sector. By 1987, investments in the textile and garment boomed, as a result of the restructuring and re-location of European industries operating in this sector.

Exports witnessed fast growth, and the rate of coverage followed the same pace, rising from 130% in 1986 to more than 166% in 1991.

Today the textile garment sector continues to represent one of the pillars of Moroccan industry as is borne out by its contribution to manufacturing activity.

It represents, respectively 43% and 17% of all the jobs and industrial added-value.

Furthermore, it is one of the industrial sectors that showed most dynamism for exports and resolute vocation to international markets, inasmuch as its exports account for 34% of the overall exports of all industrial enterprises.

ITEM	TRANSFORMATION INDUSTRY	TEXTILE GARMENT SECTOR	SHARE IN %
Number of enterprises	7200	1653	23
Staff	475642	205093	43
Production (billion DH)	176	24	14
Added value (billion DH)	59	10	17
Investment (billion DH)	10	1	10
Export (billion DH)	47	16	34

The Moroccan textile and garment industry covers highly diversified activities. It consists of a textile branch based on exports but still operating in order to meet the requirements of the local market, and a high performance garment branch looking almost exclusively to external markets.

Key figures for the Moroccan textile and garment industry

ITEM	BASIC TEXTILE SECTOR	CLOTHING AND HOSIERY
Number of businesses	492	1181
Staff	32096	172997
Production (Thousand DH)	8	16
Added value (Thousand DH)	3	7
Investments (Thousand DH)	0.6	0.81
Exports (Thousand DH)	1,6	14

Garments and hosiery count 1181 facilities employing 84% of the sector staff. These facilities generate 16 billion DH, of which almost 86% is intended for export.

Basic textiles (spinning, weaving and finish work) counts 492 facilities that produce 8 billion DH 20% of which is for export.

Further, the distribution of establishments and production per branch of activity is as follows:

Sector branches	Number of businesses	Production –KDH-
Basic textiles	492	8.058.405
• Spinning	76	2.470.854
• Weaving	120	3.653.270
• Refinement	76	641.318
• Manufacture of textile items	59	594.038
• Manufacture of carpets and other textile industries	161	698.925
Clothing and hosiery	1181	15.925.575
• Manufacture of stiched fabrics	15	196.695
• Manufacture of stiched items	113	1.353.519
• Manufacture of clothing and textiles	1053	14.375.361
Total branches	1673	23.983.980

Four promising sectors have been identified that have the potential allowing them –through modernization investments, an adapted marketing strategy as well as strategy based on alliances and partnerships with the main European suppliers—to become a hub of growth and future competitiveness of the sector.

These promising sectors are the following:

- Jeans and sportswear;
- Fine and rough stiched;
- Woven Garments;
- Furnishings fabrics and household linen.

	Woven Garments	Stiched	Jeans and Sportswear	Household textiles
Number of facilities	43 %	23 %	22 %	12%
Staff	46 %	25 %	23 %	6%
Production	35 %	31 %	24%	10%
Export	38 %	32 %	27%	3%
Investment	31 %	30 %	22%	17%

Source: AMITH and MICT

- Benefiting from relative integration, the stiched sector offers certain advantages and huge opportunities of development.
- Well known for its know-how in the manufacture of jeans and sportswear, Morocco today has a sector offering a dynamism, creativity and good turnaround image with an emphasis on co-contracting and finished product.
- Driving force of the Moroccan textile and garment industry, the woven garments sector suffers from the lack of integration and dependency on materials, mainly from Europe. This situation makes it necessary to develop strategies involving alliances and partnerships with European partners so as to be in a position to meet the challenges of present-day demand and to liberate itself from the constraints of sub-contracting.

Long oriented toward the local and Middle Eastern markets, the development of household textiles takes into account the re-configuration of offer to a local market geared toward "CONCEPTS" and now toward an approach based on innovation.

Production and added value:

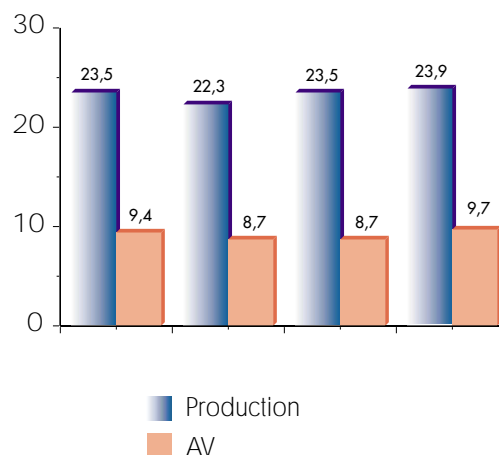
The value of the production of textile and garment industries reached about 24 billion Dirhams in 2002, i.e. a growth of 9% compared with 2000.

It represented nearly 14 % of the value of total output of the processing industries.

Further, the added value generated by the textile and garment industries added up to 10 billion Dirhams in 2002 vs. 9 billion Dirhams in 2000, i.e. an improvement of about 11%.

Distribution and Trends per Branch of Production-activity And of Added-value Between 1999 and 2002

	In billion DH							
	1999		2000		2001		2002	
	Prod	AV	Prod	AV	Prod	AV	Prod	AV
Basic textile	8.1	3.	6.8	4.2	7.6	2.4	8	2.7
Garment making and hosiery	15.4	6.4	15.5	4.5	15.9	6.3	15,9	7
Total	23.5	9.4	22.3	8.7	23.5	8.7	23,9	9,7



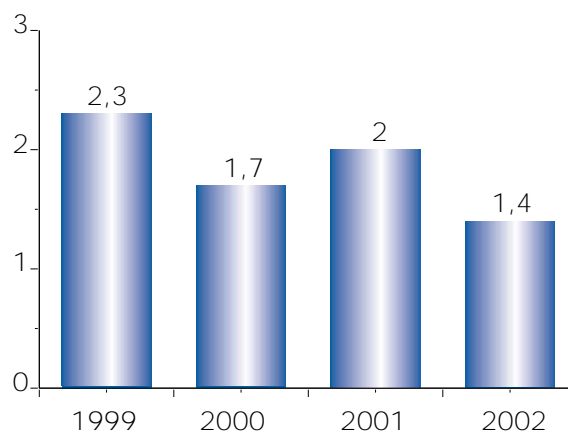
Investment:

Investments in this sector reached nearly 1.4 billion Dirhams in 2002

58% of these investments are accounted for by the garment and hosiery branch.

Investment Trends 1999 to 2002

	1999	2000	2001	2002
Investment (Billion Dhs)	2.3	1.7	2.0	1,4



Employment:

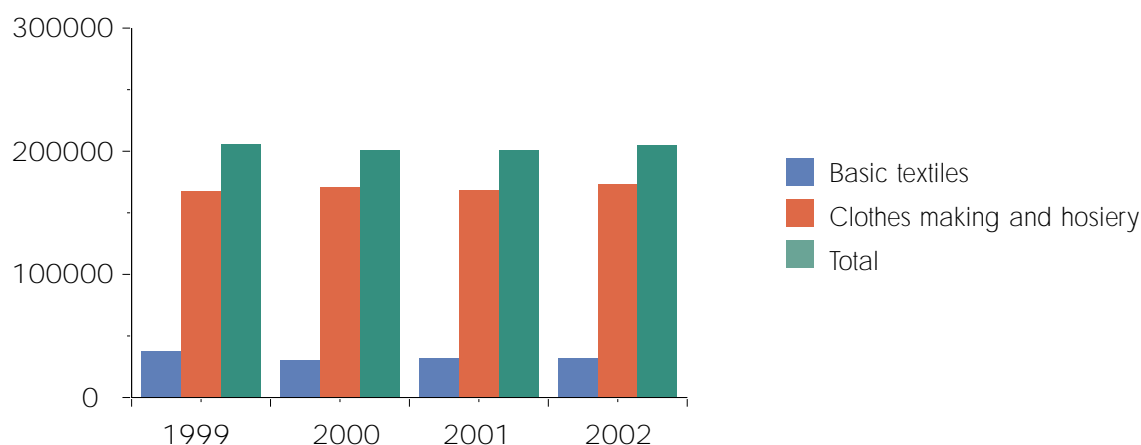
The textile and garment sector is the prime employer in the industrial environment with an overall workforce exceeding 200,000 people including 84% employed by the clothe-making and hosiery branch.

The contribution of this sector to industrial employment rose from 39% in 1995 to 43% in 2002, i.e., an improvement of almost 4 points.

Beyond the economic aspect, the textile and garment industry plays an undeniable social role. Seventy-three per cent of the personnel employed by this sector are females (i.e. nearly 150000 women). Likewise, this number represents 68% of the total number of female jobs in the global industrial sector.

Job Distribution and Trends per Branch of Activity Between 1999 and 2002

	1999	2000	2001	2002
Basic textile	38104	30325	32063	32096
Clothes making and hosiery	167525	170609	168771	172997
Total	205629	200934	200834	205093



Commercial Trade

External commerce is firmly connected to the E.U.:

- 92 % exports
- 80 % imports

For the E.U. Morocco is the:

- 5th client with 4.7% of the total amount of exports
- 6th supplier with 4.2 % of the total amount of imports.

	Thousands DH	
	Import 2003	Export 2003
EU	15	24
Total	20	26

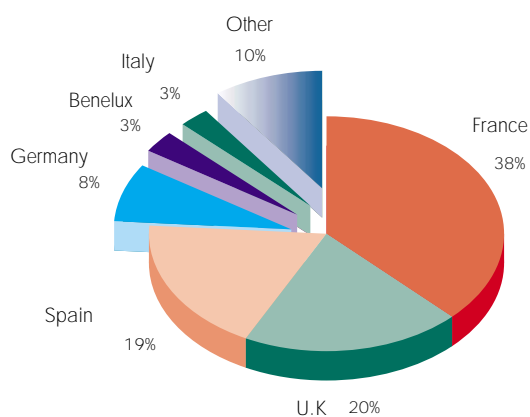
Exports

The distribution of these exports between 2001 and 2003 per principal markets is as follows:

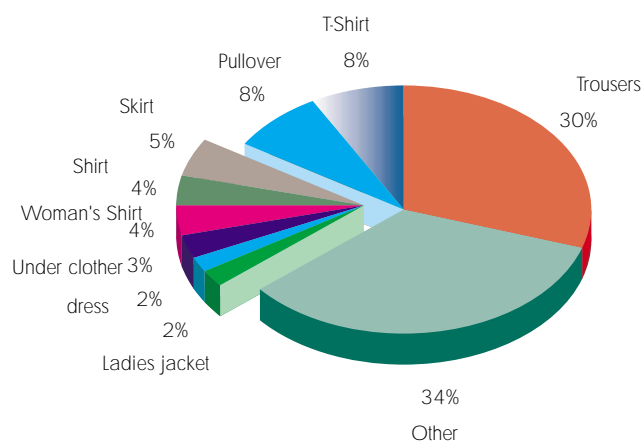
In millions DH	2003	2002	2001	2003/2002
France	9880	10536	11452	-6.2%
G.B	5200	5693	5420	-8.6%
Spain	4940	5392	4659	-8.3%
Germany	2080	1973	2350	5.4%
Benelux	780	762	957	2.3%
Italy	780	731	813	6.7%
Other	2600	2862	2094	-9.1%
Total	26260	27947	27745	-6 %

Source : Office des Changes

Main Customers

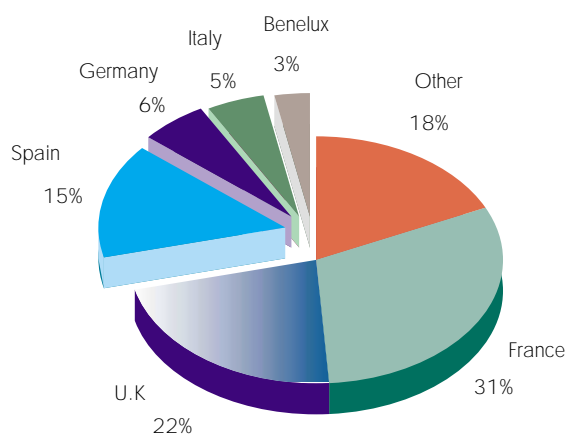


Main products exported

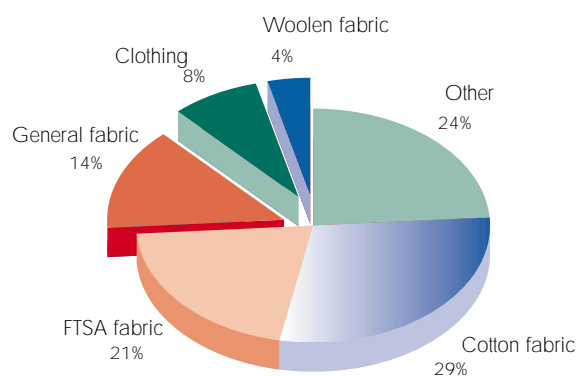


Imports

Main suppliers



Main products imported



Installation

Although present throughout Morocco, 79% of textile and garment enterprises are concentrated in the regions of Greater Casablanca, Tangier, Tetouan and Rabat-Salé.

All together, these enterprises account for more than 82% of export and nearly 79% of production.

In thousands of DH

REGION	PRODUCTION		EXPORT		NUMBER OF FACILITIES		STAFF	
Greater Casablanca	13.077.663	54%	8.267.124	52%	927	55%	96.133	47%
Tangier – Tetouan	3.006.665	12,5%	2.297.550	14%	284	17%	38.155	19%
Rabat – Salé	2.934.062	12%	2.467.123	16%	123	7%	28.713	14%
Fez	1.640.154	6,7%	1.181.465	7,5%	131	7,8%	17.903	8,7%
Other	3.325.436	15%	1.786.738.	10%	208	13%	24.189	11%

Principal Niches for Investment in the Textile and Garment Industry

- Woven clothing;
- Finish and refinement;
- Spinning of variety threads;
- Making of household items;
- Supplies and accessories for garments;
- Female lingerie;
- Mid-range town items and top range;
- Children's clothing.

The Strengths of the Textile and Garment Industry in Morocco

Small and medium sized enterprises represent 85 % of the industrial fabric of this sector. Their flexibility and qualified workforce make it possible to react and re-deploy quickly to confront the frequent fluctuations on the market. They make up a highly diversified industry often operating in the middle or top range. Further, the sector also enjoys other positive points that constitute its force:

- Proximity to European markets, making efficiency and quick turnaround indispensable;
- Features of a competitive industry;
- A great production-capacity on every product, enabling a diversified offer and quick turnaround to confront the requirements of new buying behavior and distribution trends;
- Good experience and knowledge of clothe- making and the manufacture of certain fabrics;
- A core of enterprises meeting the requirements of global competitiveness;
- A new generation of managers trained in modern management techniques;
- Knowledge of European markets and of international standards and specifications;

- Widespread experience on Arab, Islamic and African markets;
- Strong cultural identity steeped in a shared history with the other side of the Mediterranean;
- A climate of political stability and social peace;
- Completely renovated customs procedures to better respond to the requirements of quick turnaround;
- Up-to-date and high performance means of transport;
- Competitive and skilled labor;
- Installation of industries with foreign capital;
- Basic infrastructures available at competitive prices and benefiting from permanent development, thanks to funding made available by the Hassan II Fund for economic and social development;
- Determined policy designed to assist in the development of the sector;
- Representative association that is both organized and militant.

The Latest Measures for the benefit of the Textile and Garment Sector

Instauration of the Hassan II Fund for Economic and Social Development.

Objective: to encourage investment, notably in the textile and garment industry with the Government stepping in to take charge of:

- 50% of the cost of developed land at the maximum rate of 250 DH per m² and;
- 30% of the cost of turnkey buildings at the maximum rate of 1500 DH per m² ;
- 100% of the cost of land at the maximum rate of 250 DH m², if assistance is sought for land only.

Conditions of acceptance : The investor must submit the request to the Department of Commerce and Industry in the Ministry district of Chellah in Rabat. This file must include the Statutes of the company, the references of the investor, the time chart, cost, jobs created type of financing, installation, etc.

The file is examined by a Commission consisting of representatives from the Department of Commerce and Industry and a representative from the Ministry of the Economy and Finance. The reply is sent to the investor within 30 days

The contribution granted, in the framework of the Fund, will also give rise to the signing of an agreement between the investor, the Co-ordinator of the Hassan II Fund as well as the Ministries of Industry, Commerce, Energy and Mines and the Economy, Finance and Tourism.

The Contract-Programme, AMITH- GOVERNMENT:

This contract, signed on 23 August 2002 and covering 2002 to 2010, comprises a certain number of commitments on the part of the profession and public authorities.

Among other measures, the Government promises in the framework of this contract to:

- Set up, for the benefit of enterprises working in this sector, a re-structuring fund (FORTEX) to support the restructuring programme for businesses operating in this sector.
- Grant to businesses in this sector a 50% reduction in employer contributions to the CNSS for gross salaries lower or equal to 2500 DH per month at the pro rate of the turnover declared to the fiscal authorities exclusive of VAT tax.

- Grants to enterprises operating upstream of the sector a rebate of 0.20 DH/ kWh on the cost of electrical energy.
- Extend the advantages foreseen by the agreement regarding the Hassan II Fund for economic and social development concerning the promotion of investments in the upstream branch of this sector, to all branches of the textile industry.

Improvement in production factor costs:

- Reduction of 17% in the cost of electrical energy recently granted to the industrial sector;
- Setting up of a draw back system for energy in favor of exporting enterprises, directly or indirectly.
- Revision, currently underway, of local taxation (city tax, utilities and licence) calling for greater simplification and harmonization of rates and tax categories.

Other measures:

- In compliance with article 7-I of 1998-1999 Financial Law, corporate entities committed to making an investment for a sum equal or above 200 million Dirhams may benefit, in the framework of agreements to be concluded with the Government, from exoneration of import duties and VAT tax applicable to capital goods, materials and toolings required for the achievement of their project and directly imported by the said entities on their behalf.
- Article 17 of the Investment Charter enables enterprises whose investment programme is very significant in terms of amount, the region where it is to be set up, the number of jobs it expects to create, the technology to be transferred and environmental protection, to sign with the Government, apart from the benefits spelled out in the investment charter, a partial exoneration of the following expenditures:
 - Cost of land-acquisition required for the fulfilment of the investment;
 - Cost of external infrastructures;
 - Cost of vocational training.



New Direction for the Textile Industry in Morocco: Strategy and Prospects

The textile and garment industry is one of the pillars of Moroccan industry, as shown by its contribution to manufacturing activity. This sector accounts for 43% of jobs and generates 17% of the industrial added value.

It is one of the industrial sectors that has shown the most dynamism for export through its openness to foreign markets: as a matter of fact textiles represent more the 36% of overall industrial exports.

The textile and garment industry offer many advantages, notably:

- Cultural and geographical proximity, as guarantees of efficiency and turnaround;
- Production capacity and production diversity;
- Knowledge of the European, Arab and African markets;
- Full knowledge of international norms and standards;
- Free trade agreements with the United States and Arab countries.

However, given the prevailing international climate, marked as it is by the on-going opening of world markets, this sector is called upon to evolve in an increasingly competitive context, fraught with such structural upheavals as:

- The lifting of quotas as of January 1st, 2005;
- The lowering of tariffs and dismantling of customs barriers;
- The invasive power of China which presents herself as the world factory of all trades, and
- The re-centring of order issuers on their basic trades and their requirement of being co-dealers and creative manufacturers instead of off-the-cuff sellers.

Morocco is steadily getting organized to confront these upheavals. This will result in:

- Facilitating imports for buyers;
- Global competition, accompanied by probable drop in prices, and the
- Intensification of purchasing movements by a limited number of powerful exporters.

These trends, intimately linked to the globalisation of economies and markets, are now deeply modifying the structure and the physical nature of this sector with regard to production, distribution, competition and consumer behaviour.

To cope with these deep transformations, sector professionals and the Moroccan Government have devised a new strategy of global competitiveness based on the following:

- Establishing alliances and re-grouping ;
- Integrating creation and production;
- Striving towards quick turnaround and service;
- Orienting the sector toward the global offer of the finished product, and
- Diversifying products and markets.

Aware of the rich potential offered by the textile and garment industry with respect to the mobilization of investments, job creation and the production of wealth, a contract programme was entered into between the two par-

ties so as to transform the potentialities of this sector into concrete growth, increased job creation and export growth.

This contract programme consists of several aspects committing the Government and the Profession to work together in order to ensure the:

- Promotion of investment;
- Reduction of factor costs;
- Restructuring of sector businesses, and
- Improvement of the quality of human resources.

The profession has defined a development strategy based on 3 focal points:

- **Market strategy:** enabling access without customs duty to a market of approximately one billion consumers (Europe, Quadra, USA), thanks to free trade agreements;
- **Product strategy:** founded on the determination to move to top range, to supply partners in the sector with a global offering of a higher added-value finished products, and to develop a culture of fashion and design.
- **Industrial strategy:** to improve conditions of production and productivity: by means of the modernization of the existing work tool and the upgrading of the organization, both socially and industrially.

All in all, the movement towards the up-market or the finished product, innovation and creativity, quick turnaround and service, together with a strategy geared towards the diversification of products and markets, constitute the basis on which the new strategy of the sector is premised.

Four promising branches have been identified by the profession. Analysis of their competitive situation has revealed that these branches have a potential enabling them, through investment and modernization, to evolve an adapted marketing strategy and a strategy of alliances and partnerships with the main European suppliers. This will ultimately allow them to become hubs of growth and the pole of future competitiveness.

These branches are:

- Jeans and sportswear;
- Knitwear industry;
- Wooven articles industry;
- Furnishings fabrics and household linen.

Sector professionals look forward to seeing the efforts they deploy for their development accompanied and supported by their current or potential partners so that they may together take a genuine path toward a more flexible, turnaround-oriented, creative, and competitive industry.

Atlas Wear

34

NACE Code 17.71

Description of the company

The core activity of Atlas Wear is the production of fine-stitch clothing articles for women. More particularly, it manufactures elaborate T-shirts (80% of the turn-over), trousers, skirts, and dresses (20% of the turn-over) for the French market, within the framework of subcontracts. The production capacity of the firm adds up to 600,000 articles per year and the firm also has a serigraphy integrated unit.

Year of establishment 1992

Turnover 800.000 €

Employees 120

International Experience

Exports: 800.000 €

Countries: France

Imports:

Countries:

Contact manager Mrs. Maria El Baroudi , Manager

Description of desired co-operation

The firm proposes two possible forms of partnership:

- It is looking for a sub-contract or co-sourcing relation with a foreign partner who is interested in producing a fine stitch article for women, with guaranteed quality;
- Atlas Wear also seeks industrial co-operation opportunities whereby it may benefit from technical assistance. More specifically, the company would like to boost its productivity and enhance its know-how in order to produce small series. To this end, the firm would like to establish contact with a partner seeking to relocate a part of his production, while maintaining high quality levels.

Strengths

- Specialization in elaborate T-shirt and a capacity to work on any type of fabric, making use of developed technique and sophisticated know-how. As far as fabrics are concerned, the firm is multi-purpose ;
- Experience in exports, notably in sub-contracting and co-sourcing, and in part also, in finished products ;
- Integration with a serigraphy unit, which permits a reduction of costs and control of quality ;
- The company has been assisted by EME, the private sector development project financed by the EU through the MEDA programme.

Atoutex

35

NACE Code 18.22

Description of the company

Atoutex manufactures articles of clothing, in stitch as well as woven garments, for women, children, and babies. The production line comprises jogging suits and sportswear; trousers and skirts for women; and clothing for children. Atoutex markets a third of its production in the local market, using the brand Zazoo, which is available through a network of stores to be found all over the country. Two thirds of the turn-over is made through export, to France (70%) and Spain (30%), for clients such as Decathlon, Carrefour, and Bershka. Atoutex operates within the framework of sub-contracts and co-sourcing.

Year of establishment 1999

Turnover 2.500.000 €

Employees 185

International Experience

Exports: 1.800.000 €

Countries: France and Spain

Imports:

Countries :

Contact manager Mr. Daswani, General Manager

Description of desired co-operation

Atoutex seeks a partner with whom it would manufacture articles of clothing, in stitches or woven, designed for women and children, within the framework of sub-contracts or co-sourcing. The ideal partner would be a European upper mid-range producer interested in relocating a part of his production in Morocco, and willing to benefit from the collaboration of a company that is capable of presenting its own collections.

Strengths

- A distribution network in the local market, with 6 stores located in the main cities of Morocco ;
- The capacity to develop its own collections and to offer a finished product ;
- Foreign experience with upper mid-range brands.

Bahja export

36

NACE Code 18.22

Description of the company

Bahja Export is specialized in the production of traditional arts and crafts' clothing articles (dresses, skirts, trousers, shawl, etc.) on the basis of a local fabric, known as Sousssdi. The firm, whose products are entirely intended for export, operates within the framework of sub-contracts on behalf of American, English, and Spanish wholesale clients who have their own retail chains. The current production capacity of the firm is in the order of 10,000 items per month, manufactured (65%) by the four production chains. Client orders consist of batch production, and therefore, the work is not done in mass-production. In 2001, the firm won the Silver Trophy, while in 2003 it carried the Gold Trophy for the best exporting small and/or medium sized firm in Morocco.

Year of establishment 1985

Turnover 1.290.000 €

Employees 80

International Experience / Exports: 1.161.000 €

Countries: the USA, the United Kingdom and Spain.

Description of desired co-operation

Bahja Export is looking for a custom-work sub-contracting partner to undertake the making of clothing articles or working suits. The products it targets are simple articles made on the basis of different fabrics. The firm presently intends to invest money to meet the requirements of the project. As far as expansion is concerned, the firm owns a 1,200 m² property as well as another piece of land with a surface area of 2,000 m².

Strengths

- The know-how of the firm ;
- The availability of human, financial, and technical resources.

Contact manager Mr. Moulay Nacer EL IDRISSE and Mr. Mohamed BENSALAH, Manager and General Manager.

B & S MODE

37

NACE Code 18.22

Description of the company

The main activity of B&S Mode, which operates in the garment sector, is the manufacturing of articles of clothing for women: woven (trousers and skirts), and fine stitch (T-shirts). It processes different types of fabrics, within the framework of sub-contracts solely, and on behalf of contractors in France and Spain. The production capacity of the firm is in the order of 16,000 items per week (6,000 in woven and 10,000 in stitch). Presently, the company operates at 60% of its capacity. For France, it manufactures mid-range products and fashion goods, whereas for Spain, it manufactures upscale products.

Year of establishment 2001

Turnover 335.000 €

Employees 140

International Experience

Exports: 335.000 €

Countries: France and Spain

Imports:

Countries: France and Spain

Description of desired co-operation

B & S Mode is currently seeking a foreign partner, on behalf of whom it would manufacture any article of clothing, within the framework of total sub-contracting cooperation. It also intends to set up, together with a possible foreign partner, a 50%-50% joint-venture, with the aim of establishing a company specialized in the manufacture of various articles of clothing.

Strengths

- The experience acquired in the profession ;
- The capacity of the firm to increase its current production ;
- The availability of own funds to finance in part its investment project ;
- The firm is not indebted ;
- The availability of qualified manpower ;
- The seriousness of the managers.

Contact manager Mr. Mohamed SQUALI, CEO

Best Textiles

38

NACE Code 17.71

Description of the company

Founded in 1994, Best Textiles is a fine-stitch hosiery company which works on behalf of a foreign clientele in France (80%), in Germany, Switzerland, and Austria (20%). T-shirts, women's tops, leggings, jogging for junior women and for babies make up the main products of the company. As to its production capacity, it is in the order of 16,000 items per day. Best Textiles is an integrated unit, which produces everything, from the yarn up to the finished article, with an average GSM of 140 to 400 grams per square meter.

Year of establishment 1994

Turnover 2.400.000 €

Employees 240

International Experience / Exports: 2.400.000 €

Countries: France, Germany, Switzerland, and Austria.

Imports: 1.000.000 €

Countries: Spain, France, and India

Description of desired co-operation

Best Textiles seeks to increase its production, to enhance its presence in foreign markets, and to diversify its clientele. To this end, it is looking for two kinds of cooperation:

On the one hand, the company is seeking a foreign firm interested in relocating a part of its production or to pass production orders, within the framework of sub-contracts, especially in the area of fine-stitch (or other) articles designed for women and for children.

On the other hand, Best Textiles seeks a partner with a commercial network, as well as know-how and experience in design, who would be interested in investing in a joint-venture in Morocco.

Strengths

- Availability of a new factory (built in 2001), with a considerable covered surface area (8,600 m²) ;
- Experience acquired over a period of 11 years ;
- Integrated unit and efficient equipment ;
- Well-structured internal organization.

Contact manager Mr. Zakaria Abdellatif, General Manager

B2L

39

NACE Code 18.22

Description of the company

B2L is a firm specialized in the confection of woven articles of clothing designed for women and for children. It operates within the framework of sub-contracts for foreign clients –French and English. B2L is a versatile company, which may work on different types of fabrics, including denim and industrial fabrics. Its production capacity is 2,000 items per day, and its main products comprise trousers, skirts, dresses, garments with sleeves, sportswear, and articles of sport (trousers and shorts). B2L thus has a very differentiated production experience.

Year of establishment 1991

Turnover 800.000

Employees 200

International Experience

Exports: 800.000

Countries: France, England, and Spain

Imports:

Countries: Spain, Turkey, France, and the UK.

Description of desired co-operation

The firm seeks a professional partner with whom it would invest in the realization of a finished product, within the framework of a joint-venture. B2L already has some experience in procuring raw materials, and is looking for some co-operation in the creation of models.

Strengths

- A 20 year experience acquired by the associates, who have been operating in the area since 1984 ;
- The company is capable of working on any kind of fabric, on 5 multi-purpose production chains.

Contact manager Mr. Benjelloun, Manager

Beltrame Confection

40

NACE Code 17.71

Description of the company

Beltrame Confection is a firm specialized in the manufacture, both in warp and weft and in fine stitches, of different articles of clothing intended for babies, children, and young girls. To this end, the firm owns a CAD unit (Gerber) which allows it to develop the orders of its customers within the framework of subcontracts. 70% of the activity of the firm is centered on layette articles (for babies), which it produces, in the main, in terms of subcontracts, on behalf of the Irish group Cooneen (80%) and for the french group Salmon (20%). As far as the articles of clothing for young girls are concerned, the firm works with Zara, Quick Silver and Katimini. Concerning the articles of clothing that are destined for children, the firm subcontracts on behalf of Kookai.

Year of establishment 1990

Turnover 1.750.000 €

Employees 238

International Experience Exports: 1.750.000 €

Countries: the United Kingdom and France

Imports: / Countries :

Description of desired co-operation

Beltrame Confection is looking for a professional foreign partner, willing to engage in the distribution of the products as well as in the purchase of raw materials. Beltrame would bring its know-how in the confection of layettes for babies (whether in warp and weft or in fine stitch). The co-operation with the partner may be developed by way of sub-contracting relations or by means of a joint-venture, within the framework of an expansion of the present activity.

Strengths

- The know-how of the entrepreneur ;
- The availability of own funds ;
- The existence of qualified manpower ;
- The existence of a growing market (baby-clothes) ;
- The company has been assisted by EME, the private sector development project financed by the EU through the MEDA programme.

Contact manager Mr. Aziz IBN GHAZALA, Manager

BUXA

41

NACE Code 18.23

Description of the company

Buxa is a firm specialized in the manufacturing of articles of clothing for women, children, and babies. It operates solely with foreign contractors (France and Belgium) representing store chains that are specialized in sub-contracting and co-sourcing. The firm also proposes collections thanks to its creation office, which comprise clothes and dress-designers. Presently, the firm has three full production chains, consisting of some 60 machines. At the level of the production, the firm employs 10 persons who take care of the cutting of the articles and 60 persons who operate the machines.

Year of establishment 1999

Turnover 420.000 €

Employees 100

International Experience

Exports: 420.000 €

Countries: France and Spain

Imports:

Countries : France and Italy

Description of desired co-operation

Buxa would like to orient its production towards lingerie, which would, consequently, require it to acquire new machines for an investment, reckoned at some 200,000 Euros. The acquisition would permit the production of some 5,000 articles per week. The firm believes that it possesses 50% of the know-how necessary for the development of such a project. Buxa is thus looking for a foreign partner who would be willing to assure the production of articles of lingerie for women, within the framework of joint-contracts or sub-contracts, while at the same time conveying to it the requisite know-how and technology.

Strengths

- Experience in exports ;
- Long-term relations with stable clients.

Contact manager Mr. Khalid Bennasser, Managing Director

Cloman

42

NACE Code 18.22

Description of the company

Cloman operates in the area of the manufacture of men's trousers, within the framework of subcontracting relations. Cloman, which manufactures town as well as sports-gear, is capable of processing all kinds of fabrics (except for denim jeans) and all types of models.

Year of establishment 1991

Turnover 1.000.000 €

Employees 150

International Experience

Exports: 1.000.000 €

Imports:

Description of desired co-operation

Cloman is looking for contractors and business partners who will allow the firm to access new markets, to increase its production, and to boost its sales abroad. More specifically, it seeks partners who already possess experience in the sector and who wish to pass to it steady orders the year round, within the framework of a sub-contracting relation.

Strengths

- Good organization of the production, with controls undertaken both at the level of the production line and at the end of the production process ;
- Respect of customers' requests and target-times ;
- Production and sponsoring capacity ;
- Technical know-how, which allows the firm to produce a wide range of quality products, even the most upscale ones.

Contact manager Mr. Khalid Essakalli, General Manager

CTC Maroc

43

NACE Code 29.54

Description of the company

CTC Maroc, which was established in 1977, is a firm which distributes products that are imported by the sectors of textiles, plastics, chemicals, and packaging for the food-processing industry.

The firm imports its raw materials from Saudi Arabia, France, Italy, Austria, and Spain. Its customers are distributed all over the Kingdom and are represented by mills, weavers, and hosiery (for the textile); the producers of paints; and the companies that make use of plastic packaging.

Year of establishment 1977

Turnover 26.000.000 €

Employees 37

International Experience

Exports:

Countries:

Imports:

Countries: Saudi Arabia, France, Italy, Austria, Spain, Turkey, Thailand, England, and Belgium

Description of desired co-operation

The firm is seeking a professional foreign partner that has the necessary know-how for undertaking a joint-venture in Morocco. The investment project consists in the creation of a thread-texturization unit. Presently, this type of thread is imported by mills (and CTC Maroc is one of the importers). The project would consist in the substitution of imports by local production. CTC Maroc reckons that the investment on equipment will be in the order of 4 or 5 million Dirhams.

Strengths

- Knowledge of activity sectors and developed contacts with suppliers and customers ;
- Availability of investment resources.

Contact manager Mr. Khalid BEN JELLOUN, Manager

Confecciones An - Yo

44

NACE Code 18.22

Description of the company

Confecciones An-Yo is especially active in the manufacture of woven clothing articles for women, notably, trousers, skirts, and dresses. The company works entirely (at 100%) within the framework of sub-contracts with a very important Spanish group and has a weekly output of 20,000 items. The upper mid-range part of the market represents the prime focus of the company.

Year of establishment 1997

Turnover 2.000.000 €

Employees 245

International Experience

Exports: 2.000.000 €

Countries : Spain

Imports:

Countries:

Description of desired co-operation

The company is seeking an experienced partner with whom it would develop the manufacture of a finished product. Confecciones An-Yo masters the production part, but would like to improve its capacity in terms of sourcing and creation/design. A joint-contract co-operation opportunity may also be considered.

Strengths

- Very efficient work organization. The company owns a workshop designed for the preparation of products. This ensures a highly developed production process ;
- International experience and stable relations with the Spanish group Inditex, and with the brand, Stradivarius, notably.

Contact manager Mr. Carlos Mulero Aguilar and Mr. Hicham Ben Abdessadak

Convabene

45

NACE Code 18.22

Description of the company

Convabene is a small clothing firm, which, by way of subcontracts, mainly manufactures children's clothes intended for the foreign market. Presently, the firm manufactures clothing articles for differentiated customers, notably, firms that subcontract their production or central buying offices, or again, distribution groups. Women and children sportswear constitute the principal product of the firm.

Year of establishment 1998

Turnover 600.000 €

Employees 120

International Experience

Exports: 600.000 €

Imports:

Description of desired co-operation

The project aims at establishing a partnership between Convabene and a foreign firm with which production links may be fostered. Presently, the firm uses 70% of its production capacity, and could satisfy other possible orders emanating from international customers by using the remaining 30% fully.

The ultimate objective of the developer is to attain a stable relation with a foreign firm operating in the children's clothing sector and to jointly invest in the creation of a collection, with the technical support of the partner. The partners sought are European contractors with whom long-term relations could be established. With the technical support of the partner, the firm is also interested in investing in a seasonal collection.

Strengths

- High flexibility, as seen in the short responsiveness and production-adaptation lead-times ;
- Investment capacity, in accordance with productive requirements. The firm adopts a strategy premised on the re-investment of its profits ;
- The quality level which is constantly kept under control ;
- The possibility to work on all kinds of supports.

Contact manager Mr. Mohamed Zaghoul, Manager

Dounitex

46

NACE Code 18.22

Description of the company

Dounitex is a clothing firm that is specialized in the upper mid-range, custom-made town shirts for men, as well as boxers, intended, in 90% of the cases, for export (to France, Spain, Belgium, Ireland, and the United Kingdom). More specifically, the firm operates by means of sub-contracts for the benefit of European chain-stores and wholesalers.

Year of establishment 1984

Turnover 800.000 €

Employees 160

International Experience

Exports: 720.000 €

Countries: the United Kingdom, Spain, Belgium, and France

Description of desired co-operation

Dounitex seeks a partner with whom it would develop two forms of cooperation:

1. A partnership with a foreign group wishing to relocate its production and to contribute to its technical know-how;
2. Sub-contracting and co-sourcing relations with a foreign contractor for the production of upscale articles of clothing.

Strengths

- Very efficient work organization, with detailed controls effected at every stage of the production cycle ;
- A new production unit (built in 1996) as well as well-operated and modern equipment ;
- Know-how acquired through co-operation with European customers, notably English ones ;
- Specialized in men's shirts: the firm is capable of producing shirts with 6-7 points per centimeter, which bespeaks considerable experience and good craftsmanship.

Contact manager Mr. Hakim Hamdouch, Managing Director

Formule 3

47

NACE Code 18.22

Description of the company

Formule 3 is a clothing firm specialized in women's sportswear. Its main products are trousers and skirts (80% of the turnover), and, in a lesser part, blouses and dresses (20% of the turnover). The production capacity is 20,000 articles per week. The firm operates within the framework of sub-contracts and joint-contracts on behalf of foreign markets, the English and the French ones, in particular.

Year of establishment 1995

Turnover 2.000.000 €

Employees 250

International Experience

Exports: 2.000.000 €

Countries: England and France

Imports:

Countries: Italy, Austria, and Germany

Description of desired co-operation

Formule 3 is currently looking for partners to start two types of co-operation :

- On the one hand, the firm seeks to diversify its customers by means of co-sourcing links with a partner that is interested in upper mid-range products. On the basis of a design, Formule 3 is capable of taking care of such tasks as the elaboration of the patterns, the purchase of fabrics, the manufacture of the product, and the provision of the finished product ;
- On the other hand, Formule 3 intends to expand the firm thanks to the construction of a new unit on a 1,400 m² property in the same industrial zone. Presently, Formule 3 is not the owner of the production facility; therefore, the firm seeks a partner with whom it would be possible to invest in this expansion, within the framework of a joint-venture.

Strengths

- The quality of the finished product, as guaranteed by the experience acquired with upper mid-range brands supplied to the British market ;
- Control of the entire production cycle, from the purchase of the fabric up to the packaging of the finished product and its delivery ;
- Organization of the operation of the production unit, which is highly automated, and constant quality-controls ;
- Very short delivery lead-times ;
- The company has been assisted by EME, the private sector development project financed by the EU through the MEDA programme.

Contact manager Mr. Mellouki, Associate Manager

Hanadil

48

NACE Code 18.22

Description of the company

Hanadil is a confection company specialized in the manufacture of articles in stitch as well as woven. Its product line comprises sportswear and casual-wear. More specifically, the company works, within the framework of subcontracts, for up-market foreign brands. It thus manufactures articles of sport (football), casual wear (tops, shorts, and trousers) for women. The company has a network of foreign relations with English and French clients that are very demanding concerning the quality of the finished product and the organization of work.

Year of establishment 1997

Turnover 1.200.000 €

Employees 200

International Experience

Exports: 1.200.000 €

Countries: France, England, and Portugal

Imports: 0

Countries:

Contact manager Mrs. Hinde Lfal, Manager

Description of desired co-operation

The company is currently investing in the setting up of a workshop devoted to the making of fine-stitch clothing for women. It seeks a partner who would be interested in participating in this expansion, within the framework of a joint-venture, and thereby contribute to the manufacture of a finished product. The co-operation sought aims at making full use of the experience acquired by Hanadil in production and of the partner in terms of design and sourcing.

Strengths

- International experience with upscale international sports' brands ;
- Excellent work-organization, with thorough controls effected at each stage of the production chain ;
- Procedure in progress in order to secure the ISO 9000 Certification ;
- The company has been assisted by EME, the private sector development project financed by the EU through the MEDA programme.

Homtex

49

NACE Code 17.25

Description of the company

Homtex makes towels, bath mats, bathrobes, and beach towels. The company processes toweling products that are manufactured according to the re-twisted high-quality thread technique. The company currently holds 20% of the local toweling market; and its customers are distributed thus: 67% are wholesalers; 3% are retailers, while the rest consist of institutional customers who deal with the company on the basis of orders.

Year of establishment 1983

Turnover 2.500.000 €

Employees 82

International Experience

Exports: 125.000 €

Countries: Germany, France, and Spain

Imports:

Countries: Benin, Burkina Faso

Contact manager Mr. Mohammed El-Jaouhari

Description of desired co-operation

The firm is looking for a foreign partner with whom it can develop its production activity, within the framework of a joint-venture or stable sub-contracting collaboration.

Strengths

- Vertical integration of the firm, which guarantees enhanced quality-control and lower production costs ;
- The versatility and flexibility of the production, which makes it possible for the firm to manufacture thirty different products and to personalize them, according to customers' requests ;
- Automated production and high technology level ;
- Technical know-how which permits the production of a whole range of products, even the most upscale ones.

Kalivet

50

NACE Code 18.22

Description of the company

In the main, Kalivet manufactures mid-range articles of clothing for women (trousers, dresses, and jackets) for the benefit of large distribution channels. The latter are principally French (90%) and English (10%). The organization of the production is scheduled together with the customers, on the basis of seasonal planning. The contractors dispatch their models and fabrics, while fabric cutting and garment manufacture are realized by Kalivet.

Year of establishment 2001

Turnover 100.000 €

Employees 154

International Experience

Exports: 100.000 €

Countries: France

Imports:

Description of desired co-operation

The short and medium term development strategy of the firm aims at:

- The quantitative extension of the production capacity with a view of attaining the production of 3000 articles per day. To this end, the firm intends to install new production chains in addition to a cutting workshop;
- The realization of a new mid to up-market line of wear for women (finished products), designed for exportation.

Presently, the firm seeks to consolidate its production activity within the framework of sub-contracts designed for foreign markets. Accordingly, it would be interested to establish contacts with potential new contractors for European markets. The ultimate objective would be to focus Kalivet activity on the upscale end of the market. By the same token, the developer would also be interested in meeting an experienced partner with whom the manufacture of a finished product could be attempted.

Strengths

- Experience in the manufacture of women wear and the support provided by the parent company ;
- New and efficient equipment ;
- Established professional and technical supervision;
- Well-trained personnel.

Contact manager Mr. Lahcen Mouzouni, Manager

Les Trois Vêtus

51

NACE Code 17.72

Description of the company

The firm produces pullovers of different kinds, with specialization in winter pullovers. 100% of the production is intended for export to France, where the firm has some fifteen stable clients. 60% of the latter are made up of direct sale companies, having their own brands, while the remaining 40% consist of central buying offices. The production capacity of the firm is in the order of 900 pieces per day.

Year of establishment 1992

Turnover 2.000.000 €

Employees 100

International Experience

Exports: 2.000.000 €

Country: France

Imports :

Description of desired co-operation

The developer is interested in promoting his current activity, by fully exploiting the current production capacity, by presenting his own brand in foreign markets, and by creating other articles within the same niche. To attain this objective, the firm is seeking a partner operating in the same sector who would be interested in investing and transferring his know-how at the level of creation and draftsmanship in order to develop an upper mid-range brand for the international market and the local one.

Strengths

- Seriousness in the observation of obligations and target-times;
- Loyalty in dealing with customers ;
- Financial reliability ;
- Know-how which allows the firm to meet all requirements at the level of production, even the most complicated models.

Contact manager Mr. Abdelilah Rais, Manager

Mabroc

52

NACE Code 17.20

Description of the company

Mabroc operates in the area of weaving. Since it was set up in 1973, the firm has specialized in embroidery. The firm also has a Weaving and Jacquard Weave Department (which manufactures some 120.000 m of weave per month) and a Transfer Print Department (which manufactures 100.000 m per month). The firm's five main ranges of products are: soft-furnishing and netting; table linen; household linen and embroidered accessories; and clothing fabrics. Mabroc can embroider on all types of support (woven or stitch, small or large width, any composition, etc.)

Year of establishment 1973

Turnover 5.000.000 €

Employees 205

International Experience / Exports: 4.000.000 €

Countries: France, Spain, Portugal, Switzerland, and the Middle East.

Imports:

ountries: Italy and France

Contact manager Mr. Amine Berrada, Manager

Description of desired co-operation

The project aims at instituting a partnership between Mabroc and a foreign firm which would be interested in passing orders and exchange technical know-how in order to launch a new line of fabrics, of different types and qualities (including, for example, lingerie fabrics). The objectives that the firm seeks to achieve are: the development of a new productive activity in the area of lingerie and the enhancement of its current production in the area of soft furnishings.

Strengths

- Consolidated experience in embroidery and creativity in the production of different fabric fantasies ;
- Automated production; a high tech level; and the possibility to embroider on fabrics of different dimensions ;
- Technical know-how, which allows the firm to produce a wide range of quality products ;
- The company has been assisted by EME, the private sector development project financed by the EU through the MEDA programme.

Mafaco SA

53

NACE Code 17.20

Description of the company

Mafaco was set up in 1947 on a global area of 85 hectares, of which 27,000 m₂ are covered. The company is specialized in the making of denim fabrics: spinning; weaving; materials; ennoblement, and dressing. It may manufacture up to 70,000m₂ of fabric per day –denim for 35,000 m₂ (or, 50% of the capacity). The remaining capacity is devoted to the manufacture of sportswear (gabardine), soccowear, and unbleached linen for canvas cover. Mafaco is presently positioned exclusively in the mid-range denim (market). In fact, all of the production is marketed within the domestic market, via a number of wholesalers in Casablanca.

Year of establishment 1947

Turnover 13.000.000 €

Employees 220

International Experience

Imports: Cotton, coloring, tooling

Countries: West Africa, China, the EU and the United States

Exports: None

Contact manager Mr. Najib Tahiri

Description of desired co-operation

Mafaco now wishes to invest in the acquisition of an Indigo machine, with a view of improving the quality of its current production and to manufacture products intended for export. The company is, therefore, looking for a partner in the sector who wishes to relocate his production in Morocco and/or establish a joint-venture in order to manufacture new products designed for both the foreign market and the local one –and who is willing, by the same token, to share his expertise in this kind of activity.

Strengths

- Mastery of the transformation process (spinning, weaving, and dyeing) ;
- Effective and well-organized production tools ;
- A proven experience in production ;
- Good management and financial indicators ;
- Control of the procurement process.

Magetex

54

NACE Code 17.20

Description of the company

Magetex has been operating in the soft-furnishings business for 30 years. More specifically, the company has been producing such finished products as velvet, jacquard, and chenille fabrics, at a yearly output of 1,500,000 meters. 70% of Magetex's products are sold in the local market, via a network of distributors, and 30% are sold in foreign markets: in Europe (France, Italy, and Belgium); in Africa and in the Middle East. Magetex is an integrated unit which controls the entire cycle of production, from the thread-making stage up to the finished product.

Year of establishment 1973

Turnover 3.500.000 €

Employees 100

International Experience / Exports: 1.000.000 €

Countries: France, Italy, Belgium, and the Middle East.

Imports:

Countries: Italy and Turkey.

Contact manager Mr. Samir Berrada, General Manager

Description of desired co-operation

Magetex seeks a professional partner willing to relocate a part of his production in Morocco, in order to be more competitive at the global scale. The products to be made comprise: soft-furnishings in velvet, jacquard, and chenille (for living rooms, sofas, and curtains). Magetex possesses modern professional know-how and productive efficiency and is thus capable of offering quality products. Collaboration with the foreign partner could take the form of joint-contract or joint-venture, according to the co-operation opportunities available.

Strengths

- A 30 years experience in the field ;
- Efficient production equipment, in line with European standards ;
- The company is certified ISO 9002, the year 2000 Version;
- Efficient and modern work-organization ;
- Dynamic design department ;
- The company has been assisted by EME, the private sector development project financed by the EU through the MEDA programme.

New Style

55

NACE Code 18.22

Description of the company

New Style is specialized in ready-to-wear for women, by means of the confection of articles in warp and weft or in stitches. The products comprise mid-range and up-market classic-wear and sportswear (skirts, dresses, jackets, T-shirts, bodies, ...). Made up of a closely-knit team of women workers, technicians, and controllers, New Style assures the quality of the articles manufactured and sees to the observance of the supply lead-times. The firm has been enriched by a 12-year experience in exports, notably to the German market (Mausse Brans, Scheameik, Kweil). Presently, New Style operates in French markets (Pro Mode, Alain Manouquian, Pimkie, and Carole), Spanish ones (Courteau and Zara) and English ones (Daben Hams). It operates within the framework of sub-contracts and joint-contracts with contractors, and has a Electra-system CAD, which allows it to propose to its clients 3 collections per year.

Year of establishment 1987

Turnover 1.200.000 €

Employees 210

International Experience / Exports: 1.200.000 €

Countries: France, Spain and the UK

Imports:

Countries: France, Spain and the UK

Contact manager Mr. Khalid HASNAOUI AMRI, CEO

Description of desired co-operation

New Style seeks a foreign partner, who has a store chain or a portfolio of shops, and willing to sub-contract or joint-contract. New Style would assure the confection of different clothing articles (classical, sport-wear, working suits, and sports suits) for women or for men, while the foreign partner would take care of the market. The partnership may also be established in the form of a fair joint-venture, into which the Moroccan partner is ready to inject new funds, if need should arise.

Strengths

- International experience ;
- Perfection of models and designs ;
- Swiftiness in the execution of the orders passed ;
- The quality of the articles manufactured ;
- Observance of lead-times.

Perfect Line

56

NACE Code 18.22

Description of the company

Perfect Line is a clothing firm which operates in the area of sub-contracting for the benefit of foreign markets, notably the Spanish one. The unit is specialized in ready-to-wear for women. Thus, skirts, trousers, jackets, and coats constitute the main products of the firm. A collection of finished products, which has been developed in collaboration with a French designer, has been distributed in the Moroccan market under the brand "Anarchic," through a network of single brand stores.

Year of establishment 1989

Turnover 1.400.000 €

Employees 250

International Experience

Exports: 1.400.000 €

Countries: Spain

Contact manager Mr. Rochd Hakim, CEO

Description of desired co-operation

Perfect Line is interested in developing two co-operation opportunities:

1. On the one hand, the firm seeks a foreign firm that is interested in passing sub-contracted production orders within the area of women's wear in order to differentiate its customers. Perfect Line has a production capacity which allows it to satisfy possible orders emanating from international clients and would like to be better known in Europe.
2. On the other hand, Perfect Line would like to make use of its experience in order to make finished products, by means of joint-contracting cooperation. In this connection, the firm might take care of the entire production process, from the purchase of the fabrics up to the packaging of the articles.

Strengths

- A 7 years experience acquired in sub-contracting for two major Spanish store chains ;
- The capacity to manufacture a finished product and to control the entire cycle of production, including its marketing within Morocco ;
- Minimal target-times and short delivery times for emergency orders.

Quatro

57

NACE Code 15.41

Description of the company

Quatro Confection "Shirt-Company" is a firm specialized in the making of shirts for men and women. The main products of the company are men's shirts, in which area it has acquired a reputation in the upper-mid-range. Quatro operates in 2000m² production unit and its production capacity adds up to 3,000 articles per day, manufactured in 3 production chains. The firm works, within the framework of joint-contracts and sub-contracts, with foreign markets, especially the English market.

Year of establishment 1987

Turnover 2.000.000 €

Employees 210

International Experience

Exports: 2.000.000 €

Countries:

Imports:

Countries:

Contact manager Mr. Aziz El Kouhene, Associate Manager

Description of desired co-operation

The firm seeks to diversify its clientele abroad by way of an extension of its unit. More specifically, the firm intends to increase its production capacity through the use of a 2,000m² production space, occupied by another company belonging to the same associates. Accordingly, Quatro is looking for a stable partner with whom it would be possible to establish co-operation links, in terms of a joint-contract relation, as would warrant the investment in the expansion of the firm.

Strengths

- The vertical integration of the firm, which guarantees quality-controls all along the various production phases ;
- Working experience within the framework of joint-contracts and sub-contracts with upscale European and American brands ;
- The company has been assisted by EME, the private sector development project financed by the EU through the MEDA programme.

Rentatex

58

NACE Code 18.22

Description of the company

Rentatex is a clothing firm which operates principally, and by way of subcontracts, for foreign markets. Rentatex manufactures clothing articles for women (70% of the overall production), but it can also make articles of clothing for men and children. Having worked with German and English clients for 10 years, the firm is now focussed 100% on the Spanish market. The line of production comprises: trousers for men, women, and children; shirts, skirts, and dresses.

Year of establishment 1989

Turnover 180.000 €

Employees 220

International Experience

Exports: 180.000 €

Countries: Spain

Imports: 0

Description of desired co-operation

The firm is now seeking a partner with whom it could establish a sub-contracting relation, in order to increase the factory's production capacity, which is already fairly high. The company can make any model, using any type of fabric, by following the patterns provided by the customers. Moreover, Rentatex would like to develop its know-how in order to create its own collection of women's wear, by dint of continued collaboration with a foreign partner.

Strengths

- Experience in working with foreign firms ;
- Great production capacity : 10 production chains are now active with a capacity of 3.000 articles per day ;
- Management geared towards the future development of the firm, as seen in the re-investment of the profits in the firm, with the intent of moving to the manufacture of finished products ;
- High level of quality and versatility in the production.

Contact manager Mr. Mohamed Khaimi, Sole Manager

Salé Message SARL

59

NACE Code 18.22

Description of the company

Salé Message is specialized in the confection of leisure wear, sports wear, and working suits for men, women and children (trousers, Bermudas, overalls, slacks, etc. ...). Its daily production capacity is in the order of 3,000 items, distributed among 5 or 6 adjustable chains (according to the model). It also owns a unit of industrial washing with a capacity of 2,500 trousers per day. The production of the firm is entirely exported to the European market (France, United Kingdom, Belgium, and Spain) and dispatched to its major sub-contract or joint-contract clients (Decathlon, Motor Clothing, Clothing Management Technology, and Harrison Field). The firm also has a creation/design cell, endowed with designers and with a CAD (Gerber) and a digital table, which allows it to develop and perfect its own models/designs and propose them to its clients.

Year of establishment 1991

Turnover 1.200.000 €

Employees 210

International Experience / Exports: 1.200.000 €

Countries: France, the United Kingdom, Belgium, and Spain.

Imports: / **Countries:** Belgium, France, and Spain

Description of desired co-operation

Salé Message is looking for one (or several) partners who would allow it to set up an integrated network or GIE (or Economic Interest Group) in the sector of garment manufacturing (design, weaving, and confection) and, thereby, allow it to operate in the European market. Each partner would bring to the partnership his know-how in the area which he masters.

Points de Force

- The experience of the company in the trade ;
- The capacity of the firm to increase its current production ;
- The availability of own funds ;
- The availability of qualified workforce ;
- The company has been assisted by EME, the private sector development project financed by the EU through the MEDA programme.

Contact manager Mr. Ayoub MAHASSINI, Manager

Secotex

60

NACE Code 18.22

Description of the company

As a textile manufacturing company, Secotex specializes in woven articles as well as in stitch clothing articles. It thus manufactures ready-to-wear for women (namely, trousers, skirts, dresses, blouses, etc.), in addition to articles for children and lingerie, too. The company works, above all, with French contractors, within the framework of sub-contracts. It has 3 production chains which allow it to produce some 1,200 items per day. Its machine fleet is complete, including a CAD service which allows the execution of the orders emanating from its clients.

Year of establishment 1989

Turnover 600.000 €

Employees 120

International Experience / Exports: 600.000 €

Countries: France

Imports:

Countries: France

Description of desired co-operation

Secotex is looking for a partner who would facilitate the transition from sub-contracted production to the manufacture of finished products (which entails the relocation of the production to Morocco). The would-be partner would then take care of the creation/design side of the business, while Secotex would invest all of its know-how in production.

Strengths

- The experience of the firm in the trade ;
- The multi-purpose capacity of the company and the diversity of the products made ;
- The availability of own funds ;
- The availability of qualified work-force ;
- The company has been assisted by EME, the private sector development project financed by the EU through the MEDA programme.

Contact manager Mr. Khalid BENNANI, CEO

Sicozem

61

NACE Code 18.22

Description of the company

Sicozem produces mid-range and up-market articles of clothing and operates in the rag trade. The firm specializes in the production of baby-wear (65% of the production), in particular the production of dungarees and sleep-suits, but the firm also manufactures garments for women (skirts, dresses, blouses, and T-shirts) and garments for men (trousers, jeans, and shirts). All the production is intended for export, especially to France and England.

Year of establishment 1991

Turnover 230.000 €

Employees 220

International Experience / Exports: 230.000 €

Countries: England and France

Imports:

Countries:

Description of desired co-operation

The project aims at establishing a strategic and/or financial partnership. The developer, who is currently engaged in another project pertaining to the food-processing sector, seeks a partner who is interested in becoming a partner in order to establish a joint-venture. Moreover, the firm is ready to establish an exclusive collaboration with a foreign contractor.

Strengths

- The level of quality of the products made ;
- Competitive prices ;
- Short execution lead-times (roughly a week for an order of 20.000 articles) ;
- Integration with local firms that take care of the pre-fading and embroidery at the finishing level.

Contact manager Mr. Mohammed Boukhari, Manager

Smadec

62

NACE Code 18.22

Description of the company

Founded in 1973, SMADEC operates in the sector of textile manufacture of diverse articles of clothing for women. Products include woven articles (trousers, shirts, skirts, jackets, and dresses) and fine stitch articles (T-shirts, tops). 80% of the firm's production is destined for export, half of which in terms of sub-contracts with European customers and the other half in finished articles. The remaining 20% of its production is marketed locally thanks to the launch of the firm's own brand, "Ocean." Since 1998, a network of shops has been set up in different cities in Morocco. Some belong to SMADEC (especially in Casablanca and Marrakech) other are franchised stores (in Rabat, Fez, Agadir, and Tangier).

Year of establishment 1973

Turnover 1.800.000 €

Employees 110

International Experience / Exports: 1.500.000 €

Countries: France

Imports:

Countries: Spain, France, and Italy

Description of desired co-operation

SMADEC is seeking a European partner (preferably Spanish) with whom it would develop a collection to be distributed in the European market. SMADEC would like to make use of its know-how in terms of creation (design) in order to establish long-term links with a foreign partner. This partnership could be enhanced by other types of co-operation (joint-venture, technology-transfer, and other).

Strengths

- Specialization in collections for women and experience acquired in the creation of finished products ;
- Experience acquired in the manufacture of products that are distributed in the European market. Customers comprise French clients and one of the major Scandinavian store chains ;
- Very short execution lead-times, thanks to the vertical integration of the production chain.

Contact manager Mr. Mohamed Imani, General Manager

Susan Fashion

63

NACE Code 18.22

Description of the company

The firm manufactures garments for women and children on behalf of foreign customers, within the framework of sub-contracts. It is specialized in the making of woven fabric clothes (80%), as well as in hosiery which accounts for 20%. The firm deals mostly with Spanish clients (90%) and Dutch customers (10%), though it has previously done business with the English, the Germans, and the Italians. Susan Fashion can process any kind of fabric in order to manufacture any kind of model. Among the other articles it manufactures mention could be made of skirts, trousers, T-shirts, jackets, coats, montgomery for children, and shirts.

Year of establishment 1995

Turnover 1.200.000 €

Employees 200

International Experience / Exports: 1.200.000 €

Countries: Spain and Holland

Imports:

Countries:

Description of desired co-operation

The aim of the project resides in the institution of sub-contracting links between Susan Fashion and other firms (preferably Italian), that are interested in passing production orders to it. Susan Fashion has a production capacity that allows it also to satisfy possible requests emanating from other international clients. Moreover, the firm has already provided for an investment which consists in the purchase of a new production chain.

Strengths

- The level of the quality of the products ;
- Swift and observance of deadlines ;
- Enhanced relations with the customers and the personnel.

Contact manager Mr. Znabti, Sole Manager and Mrs. Amal Benjelloun

Teintoret

64

NACE Code 17.60

Description of the company

Established in 2000, the firm Teintoret operates in the areas of fine-stitch knitting and dyeing. Its daily production output is 5 tons per day (which represents 65% of its production capacity) concerning the fine-stitch knitting department, while the dyeing department works at its full capacity, producing some 7.5 tons per day. The company works for the other companies of the same group which, in turn, distribute their products in upper mid-range European stores.

Year of establishment 2000

Turnover 3.000.000 €

Employees 103

International Experience / Exports: 3.000.000 €

Countries: France, Spain, Germany and Portugal.

Imports:

Countries: India, Italy, and France.

Description of desired co-operation

1. Joint venture with a professional foreign partner in order to improve the printing process of its production chain, by means of an automatic rotary printing unit, in order to imprint complex designs on synthetic fabrics. The production capacity expected by Teintoret correspond to that of an 8 to 9 color machine, with an output of 20,000 to 25,000 meters per day;
2. Teintoret would also like to diversify its knitting activity. More particularly, the company would like to develop fabrics or technical suits (parachutes, automobile uniforms, micro-fiber, etc.) in partnership with a European company wishing to invest in Morocco in order to re-sell products to local manufacturing firms or to export them.

Strengths

- Integration within a group of firm; hence the possibility of offering a complete product, in collaboration with the other companies ;
- Experience acquired on the international market, with one of the major sportswear distribution channels in Europe ;
- Specialization in the upper-mid range and the possibility of developing a product of established quality.

Contact manager Mr. Salah Ben Barka, Manager

Textis

65

NACE Code 17.25

Description of the company

Textis was set up in 1972, as a result of a partnership between two foreign groups operating in the toweling linen sector, namely, Spring Mill (USA) and Santens (Belgium). The company controls the entire production cycle, from the weaving stage up to the making of the finished products. Textis offers a full range of upper mid-range toweling linen and markets four product families: bath linen; linen for hotels and collectivities with acronyms (chiseled, woven on the stripes, printed, or embroidered); beach towels; advertising linen. The company operates with its own brand and, to a lesser extent, in terms of sub-contracts, on behalf of local customers.

Year of establishment 1974

Turnover 3.000.000 €

Employees 100

International Experience

Exports: 300.000 €

Countries: France

Description of desired co-operation

Textis seeks a foreign partner with whom it would establish a joint-contracting relation in order to produce high-quality personalized towel items. A strategic partnership is also sought, in order to benefit from technical assistance. In that case, the firm offers to act as a referent for the establishment of a joint-venture with a European group wishing to relocate a part of its production.

Strengths

- Vertical integration of the firm which permits it to control the quality of the finished product. Textis controls all the production stages: weaving, drawing, dyeing, printing, embroidery and manufacture ;
- Technical know-how which makes possible the production of towels, according to the re-twisted thread technique. This generates high quality products ;
- Experience acquired through exclusive co-operation with one of the largest foreign hotel groups operating in Morocco ;
- The company has been assisted by EME, the private sector development project financed by the EU through the MEDA programme.

Contact manager Mr. Jalil Sakkat, General Manager

Texti-Pull

66

NACE Code 17.72

Description of the company

Set up in 1999, Texti-Pull operates in the textile sector, especially in the knitting of large stitches (Pullover) and on woven fabrics (shirts and trousers). It caters for the mid-range. In 2003, the firm produced some 600,000 Pullovers, which accounts for 80% of its production and allow it to make 50% of its export turn-over. The remaining 20% of the production represents the weaving segment which is intended for the local market. The export part is destined for store chains in France or for mail-order sales.

Year of establishment 1999

Turnover 2.700.000 €

Employees 150

International Experience / Exports : 1.600.000 €

Countries: France

Imports:

Countries: Italy, Spain, and France

Description of desired co-operation

Texti-Pull is seeking a contractor, within the framework of a sub-contracting relation, whether this covers the stitch activity or the weaving activity. Moreover, Texti-Pull is looking for a joint-venture partner willing to participate in the realization of integration of the weaving activity by means of the setting up of a thread-dyeing unit, with a capacity of 2 to 3 tons per day. This would constitute a substitute for its importation of dyed thread which are used in weaving. 40% of this dyed thread production will be destined for the local market. The raw thread (for the large stitch: acrylic and/or a mixture thereof, and for the weaving, cotton and/or a mixture thereof will be imported from Italy or Spain and dyed locally.

Strengths

- Experience in the crafting of finished products within the framework of joint-contracts ;
- Developed relations abroad, especially with French contractors.

Contact manager Mr. M'Rabet, Joint-Manager

Texticob

67

NACE Code 17.71

Description of the company

Texticob is specialized in the manufacture of fine-stitch articles of clothing designed for women. It operates by means of sub-contracts (that cater for the mid-range) and produces roughly 600,000 articles per year. The firm is capable of making all kinds of models pertaining to women wear.

Year of establishment 1997

Turnover 700.000 €

Employees 210

International Experience

Exports: 700.000 €

Countries: France, Spain, and Germany.

Imports:

Countries:

Description of desired co-operation

Texticob, which has always followed a strategy based on the diversification and extension of its range of products, is now interested in producing lingerie for women, intended for export. The production objectives that Texticob seeks to achieve consist in the manufacture of some 3,000 articles per day, for an initial outlay of 160,000 €. The firm is looking for a partner with whom it would jointly invest for the realization of this unit. The partner sought is a foreign firm that operates in the same sector, holds a consolidated market, and stands ready to transfer its know-how.

Strengths

- Versatile production and multi-skilled production teams ;
- Capacity to pursue a strategy of renewal and diversification;
- Observance of target times and customers' requests and competitive prices ;
- Considerable experience in management ;
- Personnel development through on-going training.

Contact manager Mr. Benchouat Youssef, General Manager

Mennane Fraying Unit

68

NACE Code 17.54

Description of the company

The firm operates in the recycling of acrylic fabric and synthetic fibers. It undertakes the fraying of garments in order to produce stuffing material for upholstery and tapestry or material for the manufacture of wiping rags.

Year of establishment 1997

Turnover 100.000 €

Employees 8

International Experience

Exports : 0

Imports : 0

Description of desired co-operation

In the manufacture of the products derived from the fraying of acrylic fabric, the developer is limited, on the one hand, by the technology used, and by the supply of raw material, on the other hand. The expansion project that he intends to launch, in partnership with a foreign firm, will concern these two aspects of the production. The firm is looking for a partner with whom it would invest in the increase of the production capacity of the company (the introduction of three to five-drum machines) and to establish co-operation links with companies that are capable of guaranteeing direct supply of the materials to be recycled.

Strengths

- The experience acquired by the developer in the area of fraying;
- His position within the local market, notably his steady supply contracts with one of the main Moroccan public offices, for which he acts as an approved supplier.

Contact manager Mohamed MENNANE, Manager

Vogue House

69

NACE Code 18.20

Description of the company

Vogue House is a textile manufacturing company specialized in the making of working clothes, on the basis of un-woven product, twill, and poplin. The range of products is diverse and meets the specific requirements of professionals. Vogue House products are adapted to the characteristics of the Moroccan climate –which is not actually the case for imported products. The company now has a full production line (made up of 19 machines). Regarding production, the company has a team of 25 persons, either engaged in cutting articles or working on the machines.

Year of establishment 2001

Turnover 350.000 €

Employees 30

International Experience

Exports: 20.000 €

Countries: France, Spain and Tunisia

Imports: 45.000 €

Countries: The Netherlands

Description of desired co-operation

Vogue House would like to diversify its production at the level of special working overalls and of Moroccan traditional outfits (Beldi), thanks to collection propositions emanating from competent designers.

Vogue House now contemplates a form of partnership which would allow a foreign firm to participate to the tune of 50% of the capital (as a maximum). The developers are also agreed to set up a new marketing entity (named, Maison Marocaine de Mode et Habillement Traditionned 3MHT). Nevertheless, they are looking for industrial co-operation through which Vogue House or 3MHT may benefit from such technical assistance as would enhance its know how concerning specific products, like anti-acid suits and other.

The project will require the company to transfer its activity towards the new Industrial Zone of Agadir, and to acquire new machinery, at a global investment of 80,000 €.

Strengths

- The growth of the activity and the potential of the sector ;
- The cash flow generated is high ;
- The prospect of being the pioneer in the development of an exportable brand of traditional Moroccan outfits.

Contact manager Mr. Zouhair Ridouane, Manager



Partnership Profiles

