

Project #381: Assembly unit for voltage measuring devices



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Project description



Manufacturing unit for blood pressure measuring devices (blood pressure monitors) used by hospitals and clinics for patient assessment, and by patients with high blood pressure (HBP) to monitor their blood pressure level

Branch

Pharmaceutical Industry

Sub-branch

Medical Devices



Financial indicators (indicative)

Potential investment

~15 - 20 Mns MAD for an annual capacity of 500K to 1 Mns

Potential turnover

~60 – 80 Mns MAD

EBITDA²
(in % of turnover)

~5% – 10%

Jobs

~100 – 150 direct jobs



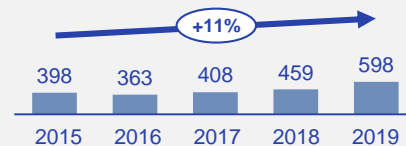
Key facts

- High blood pressure is the number one chronic disease in the Kingdom with ~10 million diagnosed individuals
- Growth in the number of hypertensives from 5.4% in 2011 to 8% of the population in 2018

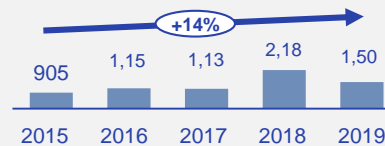


Market growth and size

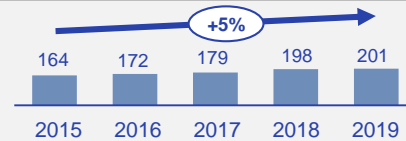
Morocco Imports (Mns MAD)



CEDEAO Imports (Mns MAD)



Europe Imports (Mns MAD)

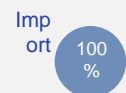


Morocco's main import countries

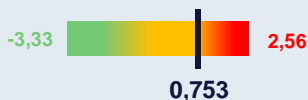


Germany

Local vs. Import



Product Complexity¹



Main required fields

- ✓ Plastic
- ✓ Iron
- ✓ Electronic card



Main investment benefits

Grants

- ▶ Industrial Development and Investment Fund Istitmar SME Program or VSE, subject to the turnover

Training assistance

- ▶ « IDMAJ » Program
- ▶ « TAEHIL » Program

Potential land

- ▶ Had soulaem IZ
- ▶ Tanger IZ
- ▶ Jorf Lasfer
- ▶ Agadir IZ

Financing

- ▶ SME Mezzanine
- ▶ Tamwilkoum

1. Product Complexity Index: the diversity and sophistication of the productive know-how required to produce a product. Products with high PCI value (the most complex products that only a few countries can produce) include electronics and chemicals. Products with a low PCI value (the least complex product that nearly all countries can produce) include raw materials and simple agricultural products.

2. Earnings before interest, taxes, depreciation and amortization

3. Source : Office des changes, TradeMap