

Project #382 : Manufacturing unit for multi-parameter electrodiagnostic monitors



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Project description



Setting up a manufacturing unit for multi-parameter electrodiagnostic monitors, which are medical devices that display a number of physiological parameters in real time blood pressure (NIBP)

Branch

Pharmaceutical Industry

Sub-branch

Medical Devices



Financial indicators (indicative)

Potential investment

30 – 50 Mns MAD

Potential turnover

50 – 70 Mns MAD

EBITDA²
(in % of turnover)

5% – 10%

Jobs

40 – 70 direct jobs



Key facts

- Global market for multi-parameter monitors amounting to \$4.5 billion in 2018 and expected to grow at a rate of 6.6% p.a. to reach \$8 billion by 2026
- Imports mainly from China and the United States
- Opportunity for local manufacturing of these monitors as part of the national sovereignty strategy

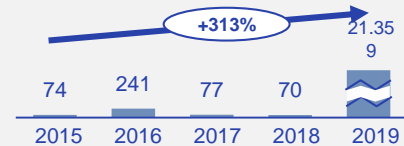


Market growth and size

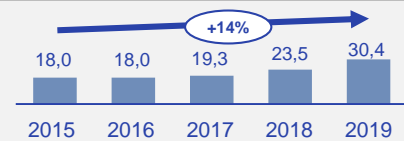
Morocco Imports (Mns MAD)



CEDEAO Imports (Mns MAD)



Europe Imports (Mns MAD)



Morocco's main import countries



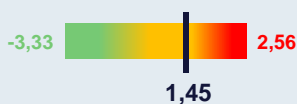
China
United States

Local vs. Import

Imp
ort
100
%



Product Complexity¹



Main required products

- ✓ Plastic
- ✓ Iron
- ✓ Electronic card



Main investment benefits

Grants

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

Potential land

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

Training assistance

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

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