

# Project #394:

## Manufacturing of hospital furniture (couch, consultation table, chemotherapy chair...)



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### Project description



Manufacturing unit for medical furniture including couches, carts, stretchers, consultation tables, chemo chairs and others, which are intended to supply hospitals and clinics

### Branch

Pharmaceutical Industry

### Sub-branch

Medical Devices



### Financial indicators (indicative)

#### Potential investment

~30 - 50 Mns MAD (10 - 15 Mns MAD excluding land) (1.5 Mns for the blowing machine and 5 - 6 Mns for the mold)

#### Potential turnover

50 - 70 Mns MAD

#### EBITDA<sup>2</sup> (in % of turnover)

~10% - 15%

#### Jobs

100 - 150 direct jobs



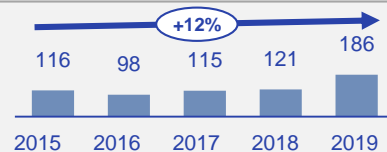
### Key facts

- Moroccan market estimated at 100 - 150 million MAD, with local production covering 50% of national needs
- Opportunity to position itself for export as the Moroccan product enjoys a good reputation, especially in Europe (France) and is competitive on this market
- Articles mainly imported from China and Turkey, with very variable qualities

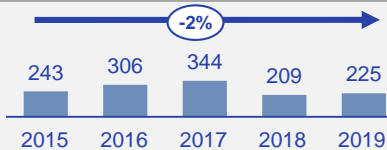


### Market growth and size

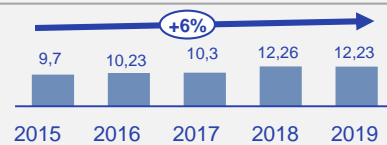
#### Morocco Imports (Mns MAD)



#### CEDEAO Imports (Mns MAD)



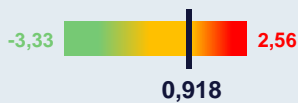
#### Europe Imports (Mns MAD)



#### Morocco's main import countries



### Product Complexity<sup>1</sup>



### Main required products

- ✓ Metal
- ✓ Plastic
- ✓ Leather
- ✓ Foam



### 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

Source : Office des changes, TradeMap