



## **Moroccan-Ivorian Economic Forum : the Anouar Invest group concludes a memorandum of understanding for the construction of cement production plant in Abidjan**

**Casablanca, the 26<sup>th</sup> of January, 2015** – During the closing ceremony of the Moroccan-Ivorian Economic Forum, held in January 21, 2015 in Marrakesh, and chaired by His Majesty King Mohamed VI and His Excellency the President of the Ivory-Coast Republic, Mr. Elassan Ouattara, the **Anouar** Invest Group and the Investment Promotion Centre of Ivory-Coast have signed a memorandum of understanding for the construction, by **Anouar** Invest in Abidjan, of a cement production plant. This plant, with a production capacity of 500,000 tons a year and for an investment amounting to 35 million US dollars, will enhance supply and meet the needs of a rapidly growing market.

Its commissioning is scheduled for late 2016 and the plant will, at start, be supplied with the basic materials purchased on the international market, then by the Group's subsidiary in Morocco, Atlantic Cement, upon the commissioning of its cement production plant in Settat, scheduled for early 2018.

Through this investment, the **Anouar** Invest Group strengthens its cement business development strategy by positioning itself in West Africa, a region that constitutes a natural outlet for a part of its Moroccan production.

## **About Anouar Invest Group**

The **Anouar** Invest Group is a leading Moroccan holding company, founded in October 1994. It operates mainly in the following industries : food, real-estate, logistics, building materials and agriculture. With its clear vision, the group has adapted to market changes by opting for the diversification of its activities so as to be able to develop serenely.

The group recorded a consolidated turnover of around 8 billion dirhams. **Anouar** Invest employs more than 4,000 employees, has more than 20 subsidiaries and is now positioned as one of Morocco's leading agrifood suppliers. The Holding is particularly known for its brands like Excelo, Badaouia, Mario, Fandy and Bon Lait. It also continues to gain market shares in the real-estate segment through its numerous quality projects.

The Group also increased its acquisitions that are consistent with the current market trends. It is making of its multisectoral expertise a true growth lever.