



Anouar Invest signed a Memorandum of Understanding with the Guinean Ministry of SMB Industry and the Promotion of the private sector

This agreement covers a series of investments over five years and in several sectors for a global amount of 160 million US dollars

Casablanca, the 9th September 2014 – The **Anouar** Invest Group, a Moroccan holding, has concluded a Memorandum of Understanding with the Ministry of the SMB Industry and the promotion of the Private Sector of the Republic of Guinea. The signing took place at the Moroccan-Guinean Economic Forum, organized by the General Confederation of Moroccan Enterprises (*CGEM*), on Tuesday, the 9th of September, 2014 at the Royal Mansour Hotel in Casablanca under the theme « Cap Guinea : Build the economy, seize the business opportunities. »

Signed by Hadja Fatoumata Binta Diallo, Minister of SMB Industry and the Promotion of the Private Sector, and El Hachmi Boutgueray, Chief Executive Officer of **Anouar** Invest, **the MoU** specifies the terms and conditions, the procedure as well as the calendar, which Anwar Invest will follow to invest, over a timeframe of five years, for a total investment amounting to USD 160 million dollars.

The projected investment program focuses on several areas :

- The milling industry ;
- The animal feed sector ;
- The cement sector;
- The cookies sector;
- The fishing industry and the fishery products development sector;
- The sector of real-estate (housing) promotion.

In this context, **Anouar** Invest provides for the creation of more than 1,000 permanent jobs and is committed to establish, within the terms and conditions applicable per the Guinean laws, one or more companies under Guinean law for the implementation of the investment program.

For its part, the Guinean Government committed to support and encourage **Anouar** Invest's investment program by setting up a legal, fiscal and also incentives customs framework.

About Anouar Invest Group

The **Anouar** Invest Group is a leading Moroccan holding company created in 1994, that 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 in 2014 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.