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MOHAMED LAGHRARI,
CEO OF
AL HOCEINIA HOLDING

Investing in the Prosperity of Morocco and Africa

For more than 60 years, Al Hoceinia Holding has contributed to the development of Morocco and international markets operating in real estate, agriculture, hospitality, and education.



Al Hoceinia Holding's journey began with a focus on real estate, marking its presence through the construction of diverse residential and commercial structures in Casablanca's suburbs. Today, with

over 30,000 units ranging from affordable homes to luxury residences, the firm's legacy is undeniable. The 1960s saw the company diversify into agriculture, cultivating citrus fruits, berries, and almonds across several farms in Morocco. "Historically concentrated on citrus, today the group is diversifying its agricultural portfolio by investing in almonds and berries," says Ghali Laghrari, co-CEO in charge of the agricultural division. By 2020, the company embarked on a new journey, expanding its horizons into two pivotal sectors: education and hospitality. In the educational realm, Al Hoceinia focuses on the development of budget schools ranging from preschool to high school in the Casablanca region. Concurrently, their hospitality vision took shape. "Our foray into hospitality began with the construction of the Radisson Casablanca Gauthier La Citadelle, set to open its doors by the end of 2023," shares Hamza Laghrari, co-CEO in charge of Hospitality & Education of Al Hoceinia Holding. "We're processing construction licenses to construct two other hotels in Casablanca and Marrakesh and other hotels in Rabat and Tangier are under study," says CEO Mohamed Laghrari.

Al Hoceinia's vision transcends Morocco's boundaries. Through its subsidiary, AH Africa, the firm has been making strides in the African real estate sector since 2021. "Our endeavors in Senegal include two important projects located between Dakar's airport and the city center. Additionally, with a new subsidiary in Abidjan, Cote d'Ivoire, we're launching a project of 750 mid-range units," says Mohamed Laghrari. Catering to the housing needs of the West African market remains a central goal.

Morocco has taken strides to address high-quality and affordable housing. "Fifteen years ago, the nation had a number of slums. Today, Morocco has successfully constructed close to one million social housing units, marking a significant stride in our developmental journey," remarks Mohamed Laghrari. He further emphasizes, "This massive shift has been greatly propelled by the private sector, with Al Hoceinia playing an important role. Moreover, numerous African countries frequently visit our projects and engage with our ministry,

"Al Hoceinia's sixty-year legacy, guided by dynamic modern leadership, blends experience with innovation. Our solid values combined with a contemporary approach make us an ideal partner."

reflecting the impact and recognition of the country in that field." As the company looks to the future, its strategic blueprint aims for a balanced revenue distribution, stemming both from its real estate projects in Morocco and its extensive initiatives across Africa. In four years, the firm plans to earn 50% of its revenue from its flagship real estate division, 25% from agriculture, and the remaining portion from education and hospitality.

Morocco stands tall as one of Africa's premier economies, offering unparalleled advantages to investors. In 2022, the Investment Monitor's Inward FDI Performance Index ranked Morocco as the top African country for drawing foreign direct investment. Mohamed Laghrari points out, "Morocco boasts stability, both politically and economically. Our robust banking infrastructure supports the private sector's growth and investment. Tanger Med Port, located in Tangier, stands as a premier gateway connecting to all African ports." Laghrari further adds, "One-third of the Moroccan youth are between 15 and 35 years old and speak two to three languages. Morocco is not just a place to invest but also a strategic hub for

expanding into West Africa."

Morocco's infrastructure and logistical capabilities align with global benchmarks. "With the privilege of hosting the 2030 World Cup alongside Spain and Portugal, Morocco is set to gain unprecedented visibility. This event will undoubtedly accelerate both governmental and private sector projects, providing a significant boost to our economy," highlights Mohamed Laghrari.

With deep-rooted expertise across real estate, agriculture, education, and hospitality sectors, Al Hoceinia has the essential insights to partner with investors, offering invaluable knowledge for success in the African region. "Al Hoceinia's six-decade legacy, combined with its modern, dynamic leadership, offers a blend of experience and innovation. Our strong foundations, coupled with a contemporary approach, make us an ideal partner for those looking to invest and grow in the African landscape," concludes Mohamed Laghrari.



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