

## AL HOCEINIA HOLDING

# 60 Years in the Service of Progress

Over 60 years ago, Al Hoceinia Holding began its operations in the textile industry.

Today, the company is a leader in many major industries, enacting economic and social changes in the real estate, agriculture, education, and hospitality sectors.



For more than 60 years, Al Hoceinia Holding has been a pioneering and innovative force in the development of Morocco and international markets, excelling in real estate, agriculture, education, and hospitality. "My father founded the company in the late 1950s and began operations in the textile industry," explains Mohamed Laghrari, CEO of Al Hoceinia Holding. "At the end of the 1950s, Al Hoceinia entered real estate. Our first development was an infrastructure project on 100 hectares of land in the city of Casablanca. Today, this area is among the largest districts of the city." A decade later, Al Hoceinia invested in the agricultural sector, focusing on citrus fruits, nectarines, peaches, and grapes. Since then, the company has expanded into six farms in Agadir, Marrakech, Beni Mellal, and Meknes, and has secured a commercial contract with a large US distributor to sell nearly 100% of its production of raspberries and blueberries.

Since the second generation began running the company, Al Hoceinia has established best practices for governance. "Together with my brothers, Hamza and Ghali—CEOs of the hospitality and education branch, and the agriculture branch, respectively—as well as with external advisors of the group, we have established strategic and executive committees that meet regularly," says Laghrari.

Al Hoceinia's current portfolio is diverse and composed of 50% real estate, 30% agriculture, 10% education, and 10% hospitality. Moving forward, the company has strategic plans to give greater weight to education and hospitality while creating a more balanced portfolio. "Our goal in the mid-term would be to have 40% real estate, 30% agriculture, 15% education, and 15% hospitality," says Laghrari. Al Hoceinia is well on track to this profitable and balanced growth through its investments in hospitality and education.

As Morocco continues to grow as an investment destination, the demand for business hotels is rising. "Hospitality is important," says Laghrari. "We are focusing mainly on developing business hotels in large cities. There is a strong need for three- and four-star hotels with high quality at an affordable price." This year, Al Hoceinia's first hotel, a Radisson hotel in the center of Casablanca, is slated to open, and additional hotels will soon be inaugurated in Casablanca, Tangier,

and Marrakech. Al Hoceinia's versatility in various sectors places it in a particularly advantageous position, allowing the company to enact real, positive change as its daily operations blend seamlessly with CSR initiatives. Just over a year ago, Al Hoceinia launched its first school, which currently has 1,600 students, and it plans to open its second school next year.

In the real estate industry, Al Hoceinia Real Estate operates in three major segments: social housing, through its Miftah brand; the midrange housing segment, with Miftah Creation; and high-end properties, with Héritage. Al Hoceinia Real Estate has constructed about 1,500 units annually over the past few years. "In recent years, Morocco needed housing, and we have contributed significantly to overcome the deficit," says Laghrari. Al Hoceinia Real Estate has built 28,000 units in total, including over 15,000 social housing units for lower-income residents. "These are affordable homes, so if someone takes a mortgage for 20 years, they pay €120.00 a month, and they have their own house," he explains. "This is an achievement that I'm proud of. We have had two recognitions in the housing sector.

In 2015, we received the Itizam Label—the best quality recognition—and we were the first company to win a grant from the EU."

Al Hoceinia also transcends Moroccan borders through a new subsidiary that launched real estate projects this year in Senegal under the Miftah brand, and will soon launch projects in the Ivory Coast. "We have strong expertise, and these countries have launched ambitious housing programs to face the huge deficit," says Laghrari.

From social housing to agriculture, education, and hospitality, companies like Al Hoceinia are examples of the nation's investment potential. "The four sectors that we invest in have strong credentials and huge deficits," Laghrari says. "We have the experience, a long-term strategy, and strong financial foundations. These elements make us an ideal investment partner."



Mohamed  
Laghrari,  
CEO of Al  
Hoceinia Holding

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