

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 leading in numerous major industries, enacting economic and social change in the real estate, agriculture, education, and hospitality sectors.



For more than 60 years, Al Hoceinia Holding has claimed a pioneering and avant-garde position in the development of Morocco and international markets, excelling in real estate, agriculture, education, and hospitality. Mohamed Laghrari, CEO of Al Hoceinia Holding, states, "My father founded the company in the late 1950s and began operations in the textile industry. At the end of the 1950s, Al Hoceinia entered real estate. Our first real estate development was an infrastructure project on 100 hectares of land in the city of Casablanca, today this area is among the largest district of the city." A decade later, Al Hoceinia also 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 the largest US distributor to sell nearly 100% of their production of raspberries and blueberries.

Since the second generation began running the group, Al Hoceinia has established the best practice in terms of governance. "Together with my brothers Hamza and Ghali, respectively CEOs of the hospitality, education, and agriculture branches as well as external advisors of the group, we have established strategic and executive committees that take place regularly," adds Laghrari. Al Hoceinia's current portfolio is diverse and constitutes 50% real estate, 30% agriculture, 10% education, and 10% hospitality. Yet the company has strategic plans moving forward, giving larger 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."

Al Hoceinia is well on track to this profitable and balanced growth through its investments in hospitality and education. "Hospitality is important," states Laghrari, "we are focusing mainly on developing business hotels in large cities." As Morocco continues to grow as an investment destination, the demand for business hotels is rising. "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; additional hotels are also soon to be inaugurated in Casablanca, Tangier, and Marrakech.



Mohamed
Laghrari,
CEO of Al
Hoceinia Holding

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

In the real estate industry, Al Hoceinia Real Estate operates in three major segments: social housing with Miftah, the medium segment with Miftah Creation, and high-end properties with Héritage. Al Hoceinia Real Estate has excelled by constructing 1,500 units annually within the past few years. "In recent years, Morocco was in need of housing and we have contributed significantly to overcome the deficit." Al Hoceinia Real Estate has built 28,000 units in total including over 15,000 social houses, offering houses for the less fortunate. Laghrari explains, "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. 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 under the Miftah brand in Senegal this year and will do so soon in Ivory Coast too. Laghrari states, "We have strong expertise, and these countries have launched ambitious housing programs to face the huge deficit."

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

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