Workshop “Territorial Marketing: Investments for the local economic development”

Haliopolis: The first halieutic park in Morocco

Amman, January 14th, 2010
The Region of SOUSS MASSA DRÂA
1- General context

2- Choice of Souss Massa Drâa Region

3- The project’s concept

4- Study of positioning and economic feasibility

5- “HALIOPOLIS” park

6- The Halieutic Pole

7- Morocco’s offer
1- General context

- Economic and social development strategy of Souss Massa Drâa region

- A framework agreement signed between Souss Massa Drâa region, the Igrane funds, « Crédit Agricole » and MED-Z in order to realize the pole of seafood in Agadir

- "Emergence" plan

- "HALIEUTIS", the new strategy of the halieutic sector in Morocco
2- Choice of Souss Massa Drâa region

→ Strategic geographic position near to the resource and the places of commercialization

→ Know-how and skilled workforce for the seafood's processing

→ Existence of very diversified institutes and establishments of research and training

→ Complete network of transport infrastructures: airports, ports, Agadir - Marrakech highway (under development), ...

→ The first platform of processing, industrial zones, many production units
3- The project’s concept

The **HALIOPOLIS concept** is built up around three essential components:

- **The Halieutic Pole** is an association gathering all the branch actors.
  - It has a vocation of promoting and developing the seafood processing branch in Souss Massa Drâa region.

- **Agadir’s halieutic park**
  - It has the role of accommodating any type of processing seafood industry or company of the branch.
  - It is a latest generation industrial park proposing infrastructures, equipment and services of point.

- **Morocco’s offer**
  - The development of the park will be supported by incentive measures:
    - Tax measures;
    - Assistance for training and recruitment;
    - Assistance for companies relocalization.
4- Study of positioning and economic feasibility

- To position Agadir in the world environment of the seafood processing
- To define the concept of the pole in terms of installation, infrastructures and services to industrialists
- To test the concept of the pole on a large pallet of local and international investors
- To define the concrete plan of implementation of the seafood Pole
4- Study of positioning and economic feasibility

The study’s approach

- Mission framing
- Strategic analysis
- Definition of the project’s positioning concept
- Implementation modalities
4- Study of positioning and economic feasibility

Results of the test of the « HALIOPOLIS » concept

Target populations

• Moroccan industrialists => Quantitative approach
• Foreign industrialists => Qualitative approach

Objectives of the concept’s test

• To collect the reactions to the presentation of the project’s marketing concept;
• To assess the attraction of the project and expectations of modifications;
• To assess the attitudes and the dispositions to settle in the park;
• To assess the psychological prices and the acceptability of the considered prices
4- The Study of positioning and economic feasibility

HALIOPOLIS park dimensioning

- Global surface of the land: 150 ha
- Built surface of the park: 114 ha
- 24%* Roads

<table>
<thead>
<tr>
<th>Resources</th>
<th>Built surface</th>
<th>Overall surface</th>
<th>Processing</th>
<th>Logistics</th>
<th>Support</th>
<th>Service</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>114 ha</td>
<td>85 ha</td>
<td>44 ha</td>
<td>29 ha</td>
<td>26 ha</td>
<td>15 ha</td>
<td>114 ha</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>35 ha</td>
<td>12 ha</td>
<td>21 ha</td>
<td>17 ha</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resources</td>
<td>512 587 tones</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Roads
4- Study of positioning and economic feasibility

Results of the socio-economic impact survey

**Assessment of the generated investments and created jobs**

<table>
<thead>
<tr>
<th>Built surface</th>
<th>Overall surface</th>
<th>Resources</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Processing</td>
<td>44 ha</td>
<td>35 ha</td>
<td>512 587 tons</td>
</tr>
<tr>
<td>Logistics</td>
<td>29 ha</td>
<td>12 ha</td>
<td>35 ha</td>
</tr>
<tr>
<td>Support</td>
<td>26 ha</td>
<td>21 ha</td>
<td>29 ha</td>
</tr>
<tr>
<td>Service</td>
<td>15 ha</td>
<td>17 ha</td>
<td>24%*</td>
</tr>
<tr>
<td>Global</td>
<td>114 ha</td>
<td>85 ha</td>
<td>512 587 tons</td>
</tr>
</tbody>
</table>

**Investments**

- Directs 5 500
- Indirects 2 750
- Directs 500
- Indirects 250
- Directs 4 000
- Indirects 2 000
- Directs 3 500
- Indirects 1 750
- Development cost except industrial equipments MAD 4 billions (+MAD 2 billions of industrial equipments)

**Total surface of the land** 150 ha

**Built surface of the park** 114 ha

* Roads

**Processing**
- 44 ha
- 35 ha
- 512 587 tons

**Logistics**
- 29 ha
- 12 ha

**Support**
- 26 ha
- 21 ha

**Service**
- 15 ha
- 17 ha

**Global**
- 114 ha
- 85 ha
- 512 587 tons
- 20 250
- 6 MDHS
5- « HALIOPOLIS » park

**Activities**

- **Industries specialized on seafood processing** (canned food industry, Industry of semi-preserved, Freezing industry,…)

- **Industries of packaging and conditioning** (polystyrene box, plastic small boat, sachet, film, boxes, bottles, packaging in cardboard, …..)

- Inputs processing industries (sauces, condiments, …)

- **Logistic activities**
  - Services of distribution logistics
  - Service of transport management
  - Services of labeling, identification, traceability, …
  - Service of conditioning, packaging, assembly, …
  - Service of orders management (reception and preparation)
5- « HALIOPOLIS » park

Services

There are two types of offered services:

- Engineering services;
- Administrative services;
- Services of products analysis;
- Services of facilities management.

- Security and health services
- Services of transport;
- Services of temporary work;
- Services of restoration and other conveniences.
A privileged site enjoying a strategic position
5- «HALIOPOLIS» park

Development plan

- The installation of the halieutic park, with a surface of 150 ha (which of 111 ha built) will be done in two phrases:

  The first phrase of 99 ha (including a built surface area of 73 ha)

  The second phrase of 51 ha (including a built surface area of 38 ha)
6- The Halieutic Pole

**Stakes**

- Gathering industrial, scientific and training actors constitutes:
  - A source of innovation
  - A source of attractiveness

- The founder stake of the constitution of a Pole is to make emerge new work practices, where the cooperation between actors of several horizons takes a central place

- A pole aims to:
  - To arouse then to support economic and academic actors’ initiatives
  - To lead and coordinate the actions of the Pole member companies
  - To represent a unique interlocutor endowed with resources to meet the member companies needs: Studies, administrative procedures, etc
6- The Halieutic Pole

Actors

Potential actors of an halieutic Pole are numerous

- Companies of seafood processing
- Companies supporting seafood processing companies;
- Ship-owners;
- ....

- Universities;
- Institutes;
- Professional Training and Work Promotion Office (OFPPT);
- ....

- INRH;
- INRA;
- Center of valorization;
- Analysis laboratories;
- ....

- Ministry of Agriculture and Maritime Fishing;
- Ministry of Trade, Industry and New Technologies;
- National Office of Fishing;
- National Agency of Ports;
- ....
6- The Halieutic Pole

- To assure the governance of the pole
- To implement the pole’s strategy
- To develop the creation and innovation among the pole members
- To serve as a forum of dialogue and exchange for the pole members
- To encourage synergies between the members of the pole, particularly in terms of:
  - Marketing promotion of the pole;
  - Development of competences;
  - Training to the innovation and new technologies;
- To reinforce the role of the Pole and to extend its radiation to its economic and social environment;
- To play the role of interface toward national and foreign partners of the pole;
- To represent the pole at different events and forums.
In complement of these measures aiming at improving the attractiveness of the seafood processing sector in Agadir…

7-Morocco’s offer

Constitution of a regional Halieutic pole

Construction of a park of activity offering high added value services

…. other incentive measures can be taken at the national level, such as those that have been implemented in other activity branches

Tax incentives
Assistance for training
Assistance for companies relocation
Access to the resource
Thank you for your attention