



TERRITORY DEVELOPMENT

Designing and developing
smart and sustainable territories

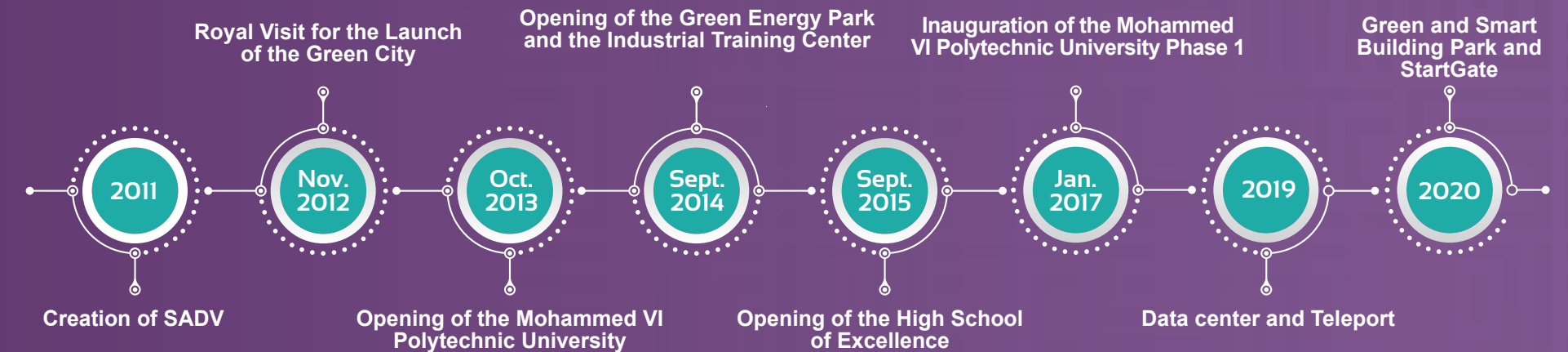




WHO WE ARE

- SADV is a company **100%** owned by OCP group
- Share capital: **261** million USD
- Workforce (2020): **48** people
- Businesses:
 - Designing and developing territories
 - Project Management & Construction
 - VSAT & 3RP telecom operator

KEY DATES



WHAT WE DO

PLANNING, DEVELOPING AND MANAGING SMART & SUSTAINABLE TERRITORIES

The primary purpose of SADV is the design, planning, development and management of urban assets and services, either directly or in partnership with public or private operators.

This activity is mainly built around the Green City project of Benguerir, for which it is the planner, developer and manager.

Relying on its multidisciplinary expertise, combining architectural, urbanistic, engineering, financial, commercial and managerial know-how, SADV conceives designs for smart and sustainable cities, which respond to the human, social, economic and environmental issues of the territories of tomorrow.

In all of its projects and achievements, SADV adopts an approach that is:

Holistic: taking into account all the dimensions and components of the territorial ecosystem (mobility, housing, water and energy, waste, services, industries and materials...).

Inclusive and respectful of local specificities: geography, climate, culture, people and economy.

Sustainable and centered around the needs of the user by putting the environment and the quality of life of inhabitants at the heart of all the considerations.

Innovative, anticipating the evolution of needs and of the city of tomorrow.



A URBAN AREA OF REFERENCE: THE GREEN CITY OF BENGUERIR

AN AFRICAN CITY DEDICATED TO KNOWLEDGE AND INNOVATION

Located 50 km from the imperial city of Marrakech and 170 km from the economic hub of Casablanca, the Green City of Benguerir aims to build a university pole of reference, both smart and ecological, allowing the creation of a pool of sustainable jobs and economic and social growth in the existing city of Benguerir and its region.

Built around the Mohammed VI Polytechnic University and aiming to offer an attractive living environment, this urban center is designed as a living laboratory, allowing to experiment all aspects of the town planning of tomorrow, with a new model that places nature and knowledge at the heart of the city.



FIGURES OF THE PROJECT



1000 Ha



20 m²

of green spaces per inhabitant



100.000

Inhabitants



80 Ha

of Green Belt



50 Ha

Tertiary



25.000

Residential units



20.000

Students and researchers



200.000 m²

Commercial GLA

GREEN CITY: 3 STRATEGIC DEVELOPMENT PILLARS

ACADEMIC AND RESEARCH EXCELLENCE

A complete education value chain of excellence and applied research with advanced equipments and living laboratories.



ECONOMIC DEVELOPMENT

An economic zone designed for innovation actors offering specific services and support



URBAN ATTRACTIVITY, DURABILITY & SMART VISION

A city with qualitative urban amenities and living spaces, smart and sustainable, with a future attractive real estate and services offer

A POLE OF ACADEMIC EXCELLENCE AND CUTTING-EDGE RESEARCH



MOHAMMED VI POLYTECHNIC UNIVERSITY

- A university focused on Applied Research and Innovation, looking towards Africa.
- State-of-the-art infrastructure and a campus built to meet international standards.



HIGH SCHOOL OF EXCELLENCE

- A scientific and technological establishment with an integrated residential campus.
- Qualifying secondary and preparatory classes for elite schools.



TECHPARK

GREEN CITY OF BENGUERIR

AN ECONOMIC ZONE ACTIVITY DEDICATED TO INNOVATION PLAYERS



TECHNOLOGICAL PARK AND INNOVATION AREA

188 ha park with a first phase of 60 Ha

Focus on High-Tech firms, R&D and entrepreneurship



STARTUPS



MINING



CHEMISTRY



LIFE SCIENCE



INDUSTRY 4.0



ICT



CLEAN TECH

R&D and Innovation partner services (FabLab, Labs, Training Centers...).

A land plot offer and settlement services (project management and construction services as well as administrative facilitation for construction autorisations and related affairs).

GREEN CITY: TOWARDS A NEW QUALITY OF LIFE



Designed as a privileged living place for its inhabitants, the Green City project aims to offer a qualitative environment, minimizing nuisances, promoting tranquillity and harmonious cohabitation of communities. **In order to achieve this goal, the Green City of Benguerir was designed around:**

- a Green Belt: true backbone of the urban center, which will include major equipments of the City, structure all the courses and order the mesh of roads, with all neighbourhoods and the site.
- Autonomous neighbourhoods: each possessing all necessary equipments for the comfort of its inhabitants (schools, public spaces...). This modular design aims to guarantee residents close access to shops and services, and helps reduce movement and CO2 emissions.

Positioning durability and intelligence within its design, the Green City of Benguerir will be equipped with SMART networks and urban services, for increased comfort of its future users.

2025 HORIZON

AN AMBITIOUS DEVELOPMENT PROGRAM FOR THE GREEN CITY



The Green City project is currently the subject of an acceleration plan, in order to consolidate and increase its development on the 2025 horizon, around a first urban core of over 350 Ha.

This plan is structured around four major projects:



The extension project of the Mohammed VI Polytechnic University that will host, by time of completion, 6000 students and researchers in advanced technological areas.



The Economic Activity Zone project, which aims to develop a development park for innovative startups and attract high-tech companies that will be equipped with a large incubator/accelerator, specific equipments, adapted facilities and services.



The development of the Urban center by implementing an offer of residential homes, shops and tertiary assets, supporting the development of the city and contributing to its attractiveness.



The development of cultural, leisure and health assets which will provide the city's inhabitants with activities and services to the highest standards and contribute to the attractiveness of the city.

A CITY OF OPPORTUNITIES



REAL-ESTATE PARTNERSHIPS

Land plots offer :
residential, professional, shops, hotels, health and equipment.



PARTNERSHIPS IN URBAN SERVICES

Urban services development:
transport, waste collection, public lighting, green space interventions.



COOPERATION AND DEVELOPMENT

Creating links and opportunities between cities and communities involved in territorial, sustainable and economic development, at national and international level.



development@ocpsadv.ma
2-4, rue Al Abtal, Hay Erraha
20200 - Casablanca - Morocco