

SADV

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# GREEN CITY OF BENGUERIR

A forward-looking project  
open to the world

SADV



# GREEN CITY OF BENGUERIR

A FORWARD-LOOKING URBAN PROJECT DEDICATED  
TO INNOVATION IN AN AMBITIOUS MOROCCO

Open to the world and looking towards the future, the Kingdom of Morocco positions itself to become Africa's new economic development hub. Year after year, the country strengthens its attractiveness and integration in the global economy, with the ambition to mobilize, initiate and act for a sustainable future.



## WORLD CLASS INFRASTRUCTURE

- 1500 km of highways, 15 airports, 2200 km of railway lines (including 200 km of high speed line).



## SOLID MACROECONOMIC FUNDAMENTALS

- Continuous growth (2% on average between 2008 and 2017).
- Controlled inflation (1.3% between 2014 and 2018).



## INVESTMENT-FRIENDLY BUSINESS ENVIRONMENT

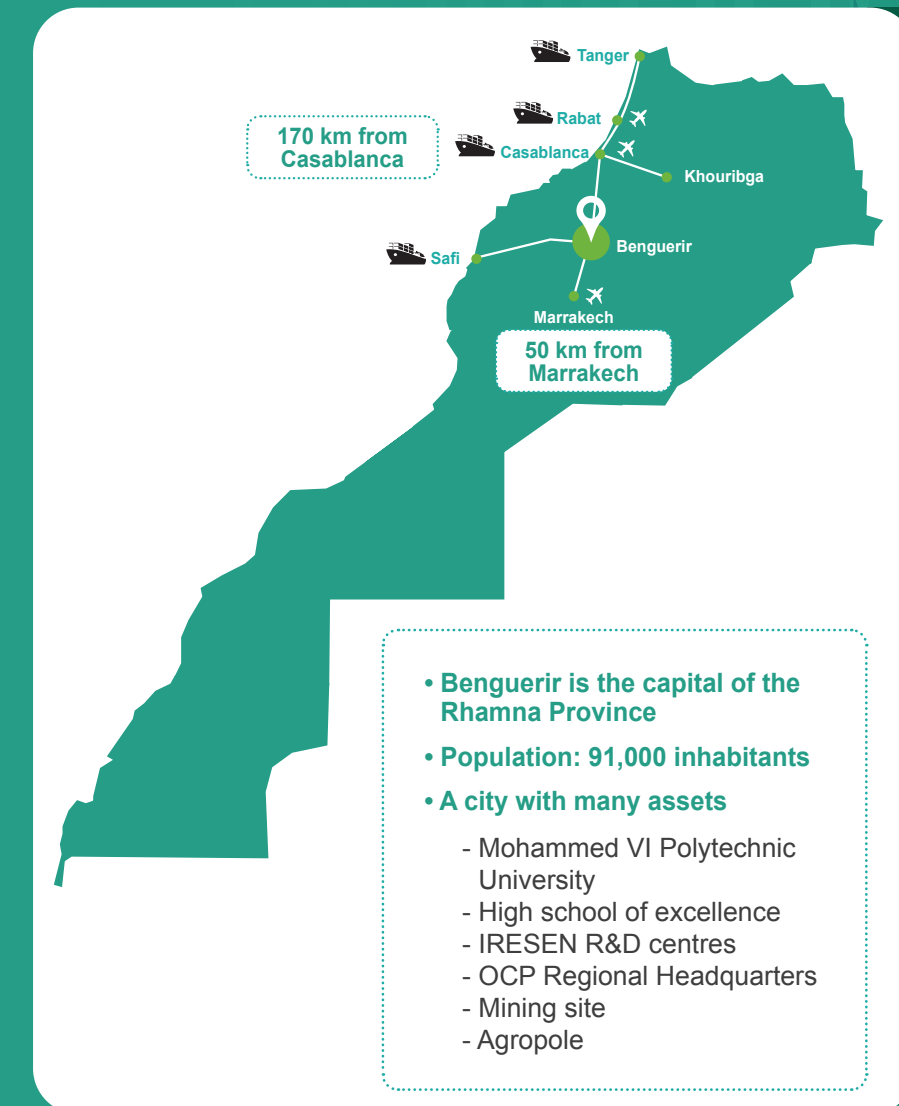
- For years Morocco is ranked in the top 3 "Doing Business" in Africa (1st in North Africa) and in the top 5 in terms of FDI.
- Investment promotion mechanisms.



## QUALIFIED AND HIGH-PERFORMING HUMAN CAPITAL

- Young and active population.
- Top level higher education (more than 100,000 university and public school graduates in 2017).
- 400 higher education institutions.

AN OPTIMAL LOCATION  
WITHIN THE MARRAKECH-SAFI REGION





# A PROJECT DEVELOPED BY SADV A SUBSIDIARY OF THE OCP GROUP

Created in 2011, SADV (Green Development and Planning Corporation) is a subsidiary of the OCP Group, supporting the Mohammed VI Polytechnic University ecosystem with capital of 261 Million USD, carrying out territorial projects as well as urban, technological and management services.

## OUR MISSION

We design, plan and develop ambitious projects and innovative services to draw a new face for the Moroccan and African territories and thereby contribute to their renewal.

Whether working on existing sites, new cities or urban areas, SADV provides specific responses to local problems by integrating economic, social and environmental issues from the beginning.

It is resulting from the combination of multidisciplinary skills, brought together within SADV, that the company offers a global expertise and a know-how going from the design to the development of territorial and innovative projects and services.

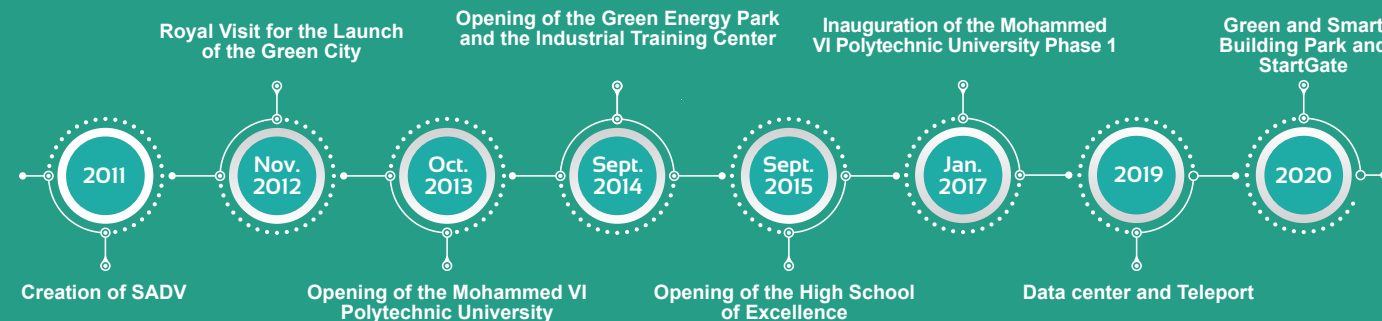
## SADV BUSINESS LINES



# OCP, A MAJOR ECONOMIC AND INDUSTRIAL GROUP COMMITTED TO CORPORATE SOCIAL RESPONSIBILITY

Major player in the fertilizer industry operating on 5 continents, OCP is a driving force for development in the Kingdom of Morocco. Through the development of its ecosystems and by promoting innovative and sustainable urban projects, the group creates value in all its operating sites and their regions.

## KEY DATES



**1<sup>st</sup>** global phosphate producer and exporter

**21 000** employees

**73%** world phosphate reserves known to date

**30** subsidiaries and joint ventures

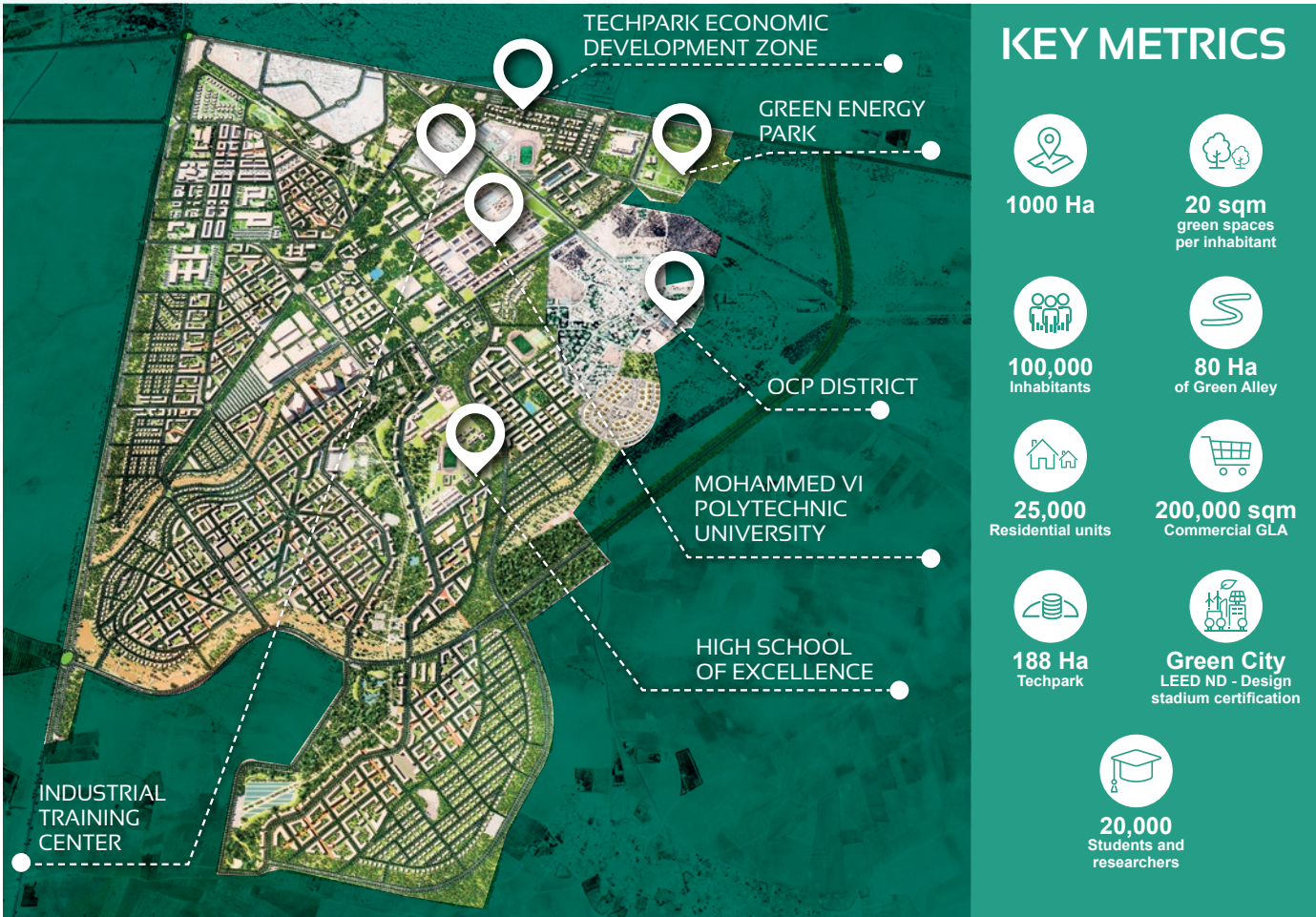
**31%** global market share for phosphate in all its forms



# AN URBAN AREA DEDICATED TO KNOWLEDGE AND INNOVATION

The Green City of Benguerir aims to develop a knowledge city of reference, both smart and ecological, built around the Mohammed VI Polytechnic University, ambitionning to offer its inhabitants a modern and attractive living environment.

This urban area is designed as a living lab allowing experimentation in all domains of urbanism, with a planning model that places nature and knowledge at the heart of the city.



## GREEN CITY

### 3 STRATEGIC PILLARS OF DEVELOPMENT

#### ACADEMIC EXCELLENCE AND RESEARCH

A complete education value chain of excellence and applied research, with state-of-the-art equipment and living laboratories.



#### ECONOMIC DEVELOPMENT

An Economic Activity Zone dedicated to innovation players, offering specific services and support.

#### URBAN ATTRACTIVENESS, SUSTAINABILITY & SMART VISION

A city with high-quality, sustainable and smart urban amenities and living spaces, combined with a future attractive real estate and services offer.



# RESEARCH, INNOVATION AND ACADEMIC EXCELLENCE AT THE HEART OF THE PROJECT



## MOHAMMED VI POLYTECHNIC UNIVERSITY

Applied research and innovation oriented, and focusing on Africa, UM6P is endowed with state of the art infrastructure and a campus meeting international standards.



- 2019 : **1400** students and researchers
- 2025 : **6000** students and researchers



## HIGH SCHOOL OF EXCELLENCE

A scientific and technological establishment with an integrated campus, the high school of excellence provides secondary education and preparatory classes for major schools and universities.



- 2019 : **1100** students
- 2021 : **1800** students



## 1337 SCHOOL

The 1337 school provides IT training, completely free of charge, open and accessible to anyone, with no pre-requisite for an IT degree, or having undergone extensive IT Training, this program is based on peer learning and project base learning.



- 2019 : **200** students
- Target : **900** students

# A CITY DEDICATED TO EXPERIMENTATION

## WITH LIVINGS LABS AS TEST FIELDS

The Mohammed VI Polytechnic University, as well as the other players in the knowledge ecosystem, are implementing an innovative teaching and research model, based on experimentation and project-based learning. In line with these orientations, the University's sites, and particularly those of the Green City of Benguerir, have been equipped with "Living Labs", dedicated to applied research.

These laboratories are real scale work platforms (mining installations, experimental farms, factories, urban spaces...), within which researchers, partners and entrepreneurs translate, in a concrete way, their research tracks, projects and business ideas.

### EXPERIMENTAL FARM - 100 ha -



### EXPERIMENTAL MINE - Benguerir Mining Site -



### GREEN ENERGY PARK - 8 ha solar farm -



### FAB LAB - 1500 m² -



### GREEN CITY - 1000 ha -



### GREEN & SMART BUILDING PARK - 4 ha park -



# TECHPARK

A GREEN TECHNOLOGY ACTIVITY ZONE  
FOR INNOVATION PROFESSIONALS AND  
ENTREPRENEURS



## KEY DATA

- 188 Ha (phase 1: 67 Ha)
- point-to point fibre optics network
- Telecom services (3 operators)
- Green Park with promenade
- Sports equipments
- Parkings

## A DIVERSIFIED REAL ESTATE OFFER FOR PROFESSIONALS...

SADV

### PROJECT MANAGEMENT & CONSTRUCTION

- Project management assistance
- Delegated project management

### LAND PLOTS OFFER

Plots available  
from 500 m<sup>2</sup> to 20,000 m<sup>2</sup>

### ADMINISTRATIVE FACILITATION

Facilitating the relationship  
with local authorities  
regarding construction  
authorisations and related  
affairs

## ... COMBINED WITH A UNIVERSITY INNOVATION SERVICES OFFER

MOHAMMED VI  
POLYTECHNIC  
UNIVERSITY

### LIVING LABS

- FAB LAB
- Experimental Farm
- Experimental Mine
- Green Energy Park
- Green & SMART Building Park

### R&D

- R&D Projects
- Laboratories
- Partnerships

### TRAINING

- Research
- Initial and continuing education
- Technical training



# A MODERN CITY

WITH A HUMAN DIMENSION THAT WILL BE ENDOWED WITH LARGE SCALE EQUIPMENTS BY 2025

Modern, friendly and offering a range of services and facilities worthy of major urban centres, the Green City of Benguerir will provide its users by 2025 a perfect balance between the big city and the province, close to everything, without compromise.

Putting durability and user comfort at the centre of its design, this new urban hub will be endowed with large scale equipments aiming to meet all needs.



**SHOPS AND RESTAURANTS**

Urban park of 12.5 Ha  
Green Park of the Techpark  
Pedestrian crossings  
Cycle paths  
Sports fields and playgrounds

**GREEN SPACES**

Local shopping centres  
Solidarity market  
Techpark Market Place  
Ground floor shops

**HEALTH AND EDUCATION**

University Hospital  
Media Library  
Re-education centre  
Bilingual school (FR-AR)  
American School

**CULTURE**

Bus lines  
Fast rail shuttle connecting Marrakech (project)  
Car sharing application

**TRANSPORT**



# RESIDENTIAL NEIGHBOURHOODS

DESIGNED FOR A BETTER LIVING TOGETHER



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:

- 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 CO<sub>2</sub> emissions.
- a Green Alley: true backbone of the urban center, which will include major equipments of the City, structure all the courses and order the roads network, with all neighbourhoods and the site.

Positioning sustainability 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.



RENTAL RESIDENCE



STUDENT RESIDENCE



RESEARCHER VILLAS

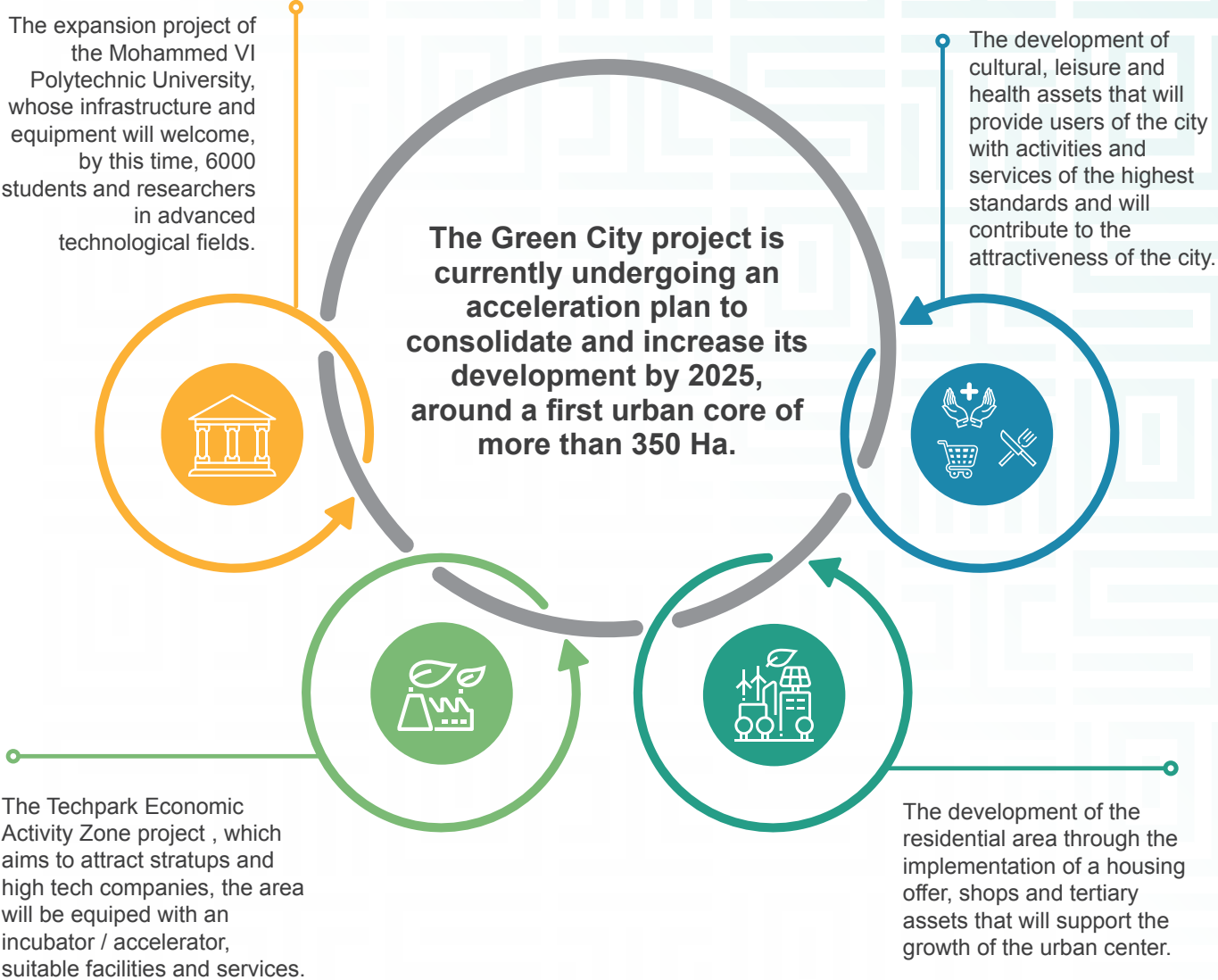


MARGUERITE VILLAS



# GREEN CITY BY 2025

A DYNAMIC AND INTEGRATED URBAN CENTER ON THE MOVE



The expansion project of the Mohammed VI Polytechnic University, whose infrastructure and equipment will welcome, by this time, 6000 students and researchers in advanced technological fields.

The development of cultural, leisure and health assets that will provide users of the city with activities and services of the highest standards and will contribute to the attractiveness of the city.

The Green City project is currently undergoing an acceleration plan to consolidate and increase its development by 2025, around a first urban core of more than 350 Ha.

The Techpark Economic Activity Zone project , which aims to attract stratups and high tech companies, the area will be equipped with an incubator / accelerator, suitable facilities and services.

The development of the residential area through the implementation of a housing offer, shops and tertiary assets that will support the growth of the urban center.



# A CITY OF OPPORTUNITY



## REAL ESTATE PARTNERSHIPS

**Land plots offer :** residential,  
professional, commercial,  
hotels, health and equipments.



## URBAN SERVICES PARTNERSHIPS

**Development of urban services:**  
transportation , waste collection,  
public lighting, maintenance of  
green spaces.



## COOPERATION AND DEVELOPMENT

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

## KNOWLEDGE



## SUSTAINABILITY



## INNOVATION