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COMPANIES

Asma Invest brings its capital to 2 billion DH

By Moulay Ahmed BELGHITI (/content/moulay-ahmed-belghiti (/node/)) | Edition N °: 5560 07/19/2019 | Share

JV between Morocco and Saudi Arabia wants to finance its development

Real estate, agriculture, industry ... the main business sectors

Asma Invest gives itself the means of its ambitions. The Saudi-Moroccan investment company for development has just, as Hicham Safir, CEO of Asma Invest, exclusively told L'Economiste to complete a capital increase in the amount of 1.2 billion DH.

"With this operation, we have more than doubled our capital since we bring it to 2 billion DH," he maintains, stressing that the amount of the operation has been fully paid up in equal shares by the two main shareholders who are the Moroccan state and Saudi state. The objective is clearly "to accelerate the rate of investment for development".

It is in this sense that the company's board of directors has updated its investment strategy by making a benchmark of the sectors in which it intends to invest. "The idea today is to maintain, preserve and strengthen our positions in the sectors in which we are already present," says Safir.

The DG also speaks of diversification within the sectors in which Asma Invest invests. This is particularly the case in agriculture. "We are planning to become more involved in agribusiness. And this through, the acquisition of land for our own industrial units to develop marketing and export ", projects the DG who ensures that the agricultural production of the company should progress since it plans to increase the number of its farms under management.

Agriculture (20 to 25% of the portfolio of Asma Invest) represents an important growth potential for the company which intends to strengthen in citrus fruits, figs, grenadine, olives ... and even to diversify towards other cultures .

Real estate is also a sector in which Asma Invest is also strongly present. A presence which is characterized by some 3 billion DH of investments on 5 to 6 projects among them 3 are located in the Casa Anfa area. Besides, Asma Invest prides itself on being the first investor to be interested in this area. He was even the first to start construction there.

Today, the first Ryad Anfa project has already been delivered in full, Asma Invest is launching the marketing of its second Occitania residency program at Casa Anfa. If the construction works have already started, they will be spread over the next 3 years for an investment of 400 million DH. There is a 3rd project whose works will start in the next few months which required an investment of 600 million DH in the same area. These projects have the particularity of offering approved apartments, says Safir.

Asma Invest is also present in other sectors, industrial zones with minority stakes in TMZ and Sapino. It is also present in the hotel industry. Society plans to diversify into education, health.

Specific model

Asma Invest has the distinction of being both majority investor and operator in all the projects it carries out. Concretely, all engineering, expertise and monitoring of projects is done "in house". Since its creation in Morocco in 1992, the company has already invested some 5 billion DH. It aims in the near future to succeed in being a platform for foreign investors, in particular, from the Middle East to Africa.

Moulay Ahmed BELGHITI



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I can only salute these achievements. Hope that the other departments mi ...

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 Hachmi

Excellent analysis.

The question that remains, until when this situation ...

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If I understood correctly ; the right implementation, of course afterwards ...

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Wildebeest are very numerous but not powerful. We do not see the relevance of the comparison

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