

Convention Center Casablanca



Outline

- Introduction
- Market Study
- Strategy and Business Model



Introduction



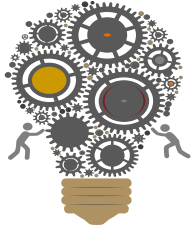
- Snapshot
- Project Identity
- About the Founder



Snapshot

- o This project involves the construction and operation of the future largest Convention and Exhibition Center in Morocco and on the African continent. The purpose of this document is to describe this project and its progress stages with various partners. It is not exhaustive and subject to change. The project's valuation will be determined after stabilizing the elements of the Business Plan with all stakeholders.
- o The concept and outline of this work are the property of Mr. SELLAK Lahcen, in his capacity as the project owner and founder of WORLD SERELIS (registered trademark), a Moroccan company created to realize this project. Project management will be delegated to leading Moroccan companies.
- o The financing of investment expenses will be partially secured through funding from foreign donors and local partners. This document is the property of the project owner and is intended exclusively for the use of designated individuals and may not be shared or disclosed to third parties without their explicit consent.

Project Identity



Context

The city of CASABLANCA, the economic powerhouse of the kingdom, currently lacks any cultural complex such as a Convention Center capable of supporting the ambition of this metropolis. The essence of this project is precisely to provide Casablanca with its first Convention Center within an integrated complex, enabling it to position itself as an African and International Hub capable of hosting major events, conferences, and global gatherings. Consequently, it aims to strengthen business tourism and assist the region in developing its economic, social, and cultural fabric.

Short-Term Objectives

- Equip the city of Casablanca with its first convention center within an integrated complex and thereby establish itself as a cultural hub, particularly for Morocco and Africa.
- Activate subcontracting opportunities with Europe and other potential destinations.
- Democratize large-scale cultural events for the benefit of the general public.

Prerequisites

Acquire:

- Authorization processes with partners.
- Investment and financing plan.
- Fundraising potential with local and foreign partners.

Long-Term Objectives

- Strengthen the momentum of economic development initiated in the kingdom through the democratization of access to large-scale cultural facilities and events.
- Energize and develop business tourism.
- Support and drive local sectoral economies.

Duration

- The project's implementation will span a period of 6 years, starting from the completion of approvals from authorities and finalization of the financing plan with national and international partners.

About the Founder



- Mr. SELLAH Lahcen has extensive experience in team management, development, and marketing of real estate projects.
- From 1988 to 1998, he coordinated the cinema halls at the Palais des Arts et des Congrès in Issy les Moulineaux.
- After an entrepreneurial adventure through the founding of the SERELI company between 1998 and 2000, he joined Design Demeure, where he served as Director of interior design projects.
- From 2019 to 2020, Mr. SELLAH joined the Engel & Volker France network, one of the largest service companies specializing in high-end residential and commercial real estate transactions, as well as luxury yachts and private jets, working as an independent real estate agent.
- Mr. SELLAH launched WORLD SERELIS to spearhead the Convention Center project in the Casablanca region.

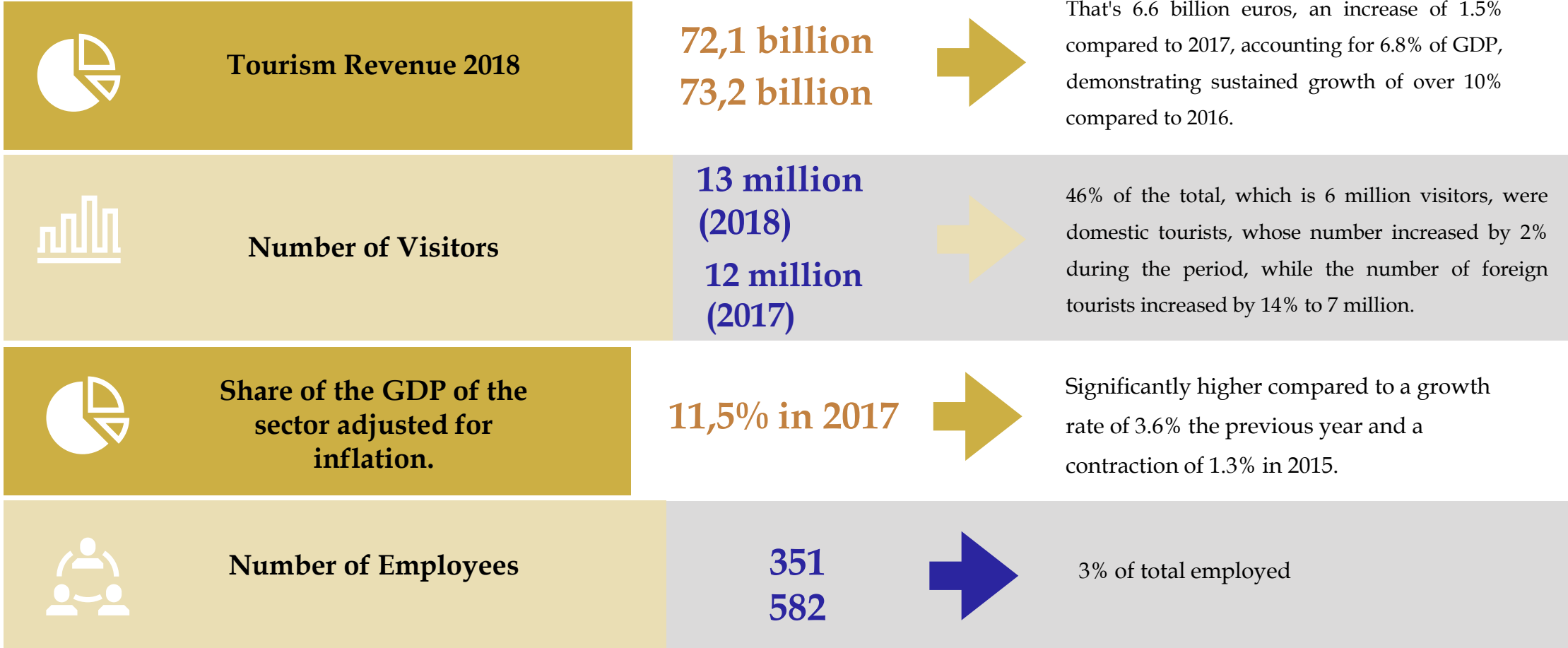
Market Study



- Market, Size, Players, and Contribution to GDP
- Ongoing Projects and Vision 2025
- Economic Ecosystem
- Strategic Market Analysis
- Conclusion

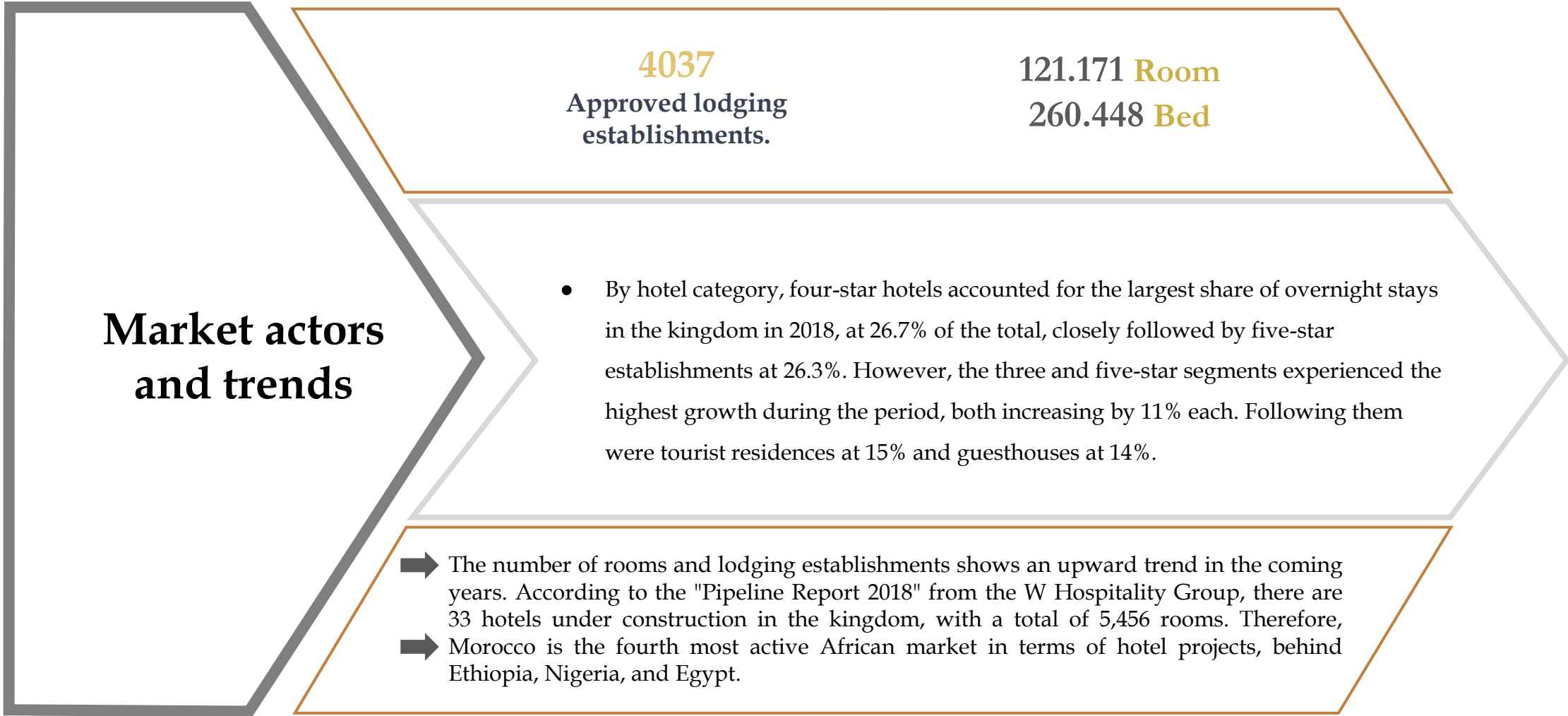
Market, Size, Players, and Contribution to GDP

A major sector of the national economy characterized by strong and consistently increasing demand.



Market, Size, Players, and Contribution to GDP

A diversified yet insufficient ecosystem of actors with significant potential that needs to be strengthened.

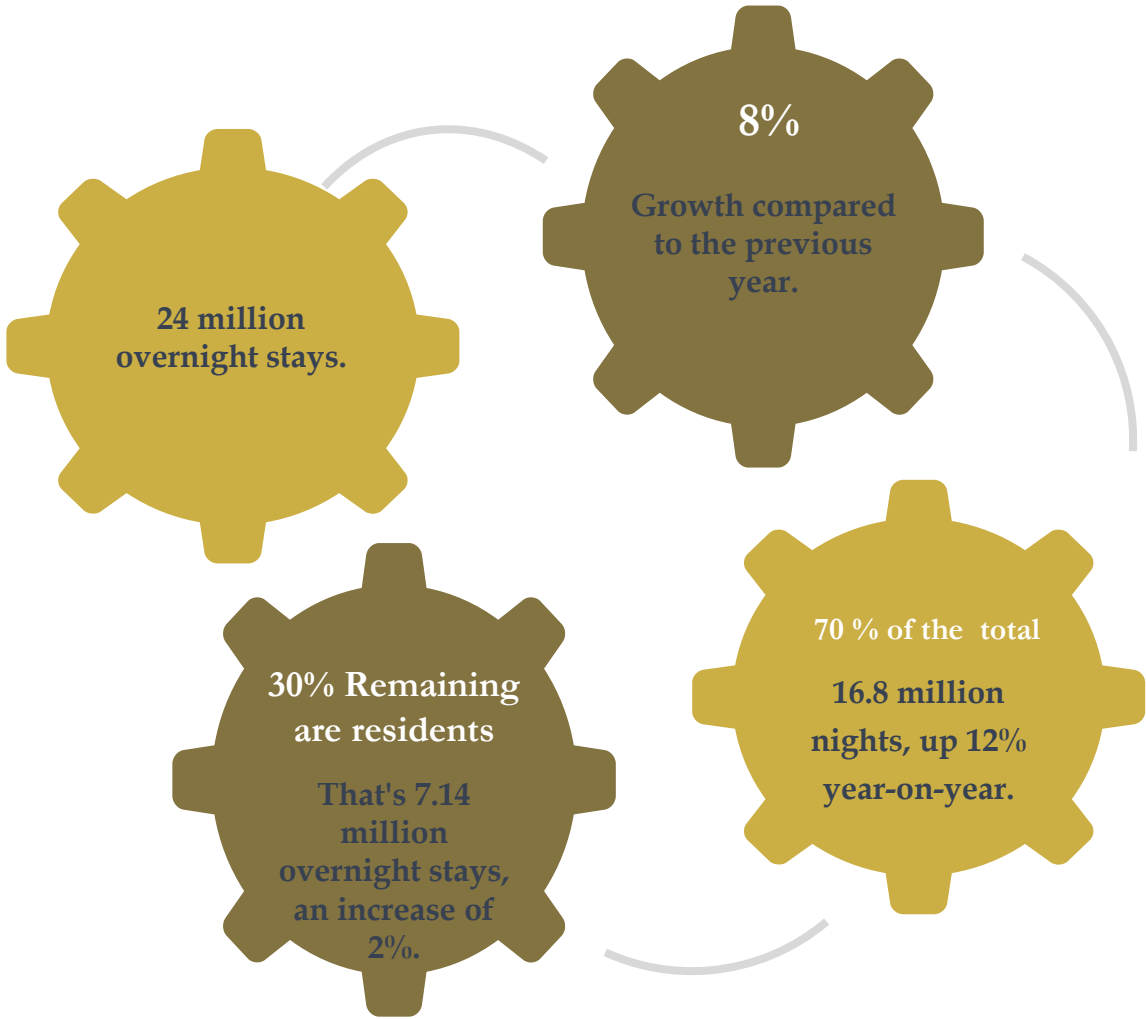


Market, Size, Players, and Contribution to GDP

A hotel ecosystem characterized by the predominance of foreign groups.

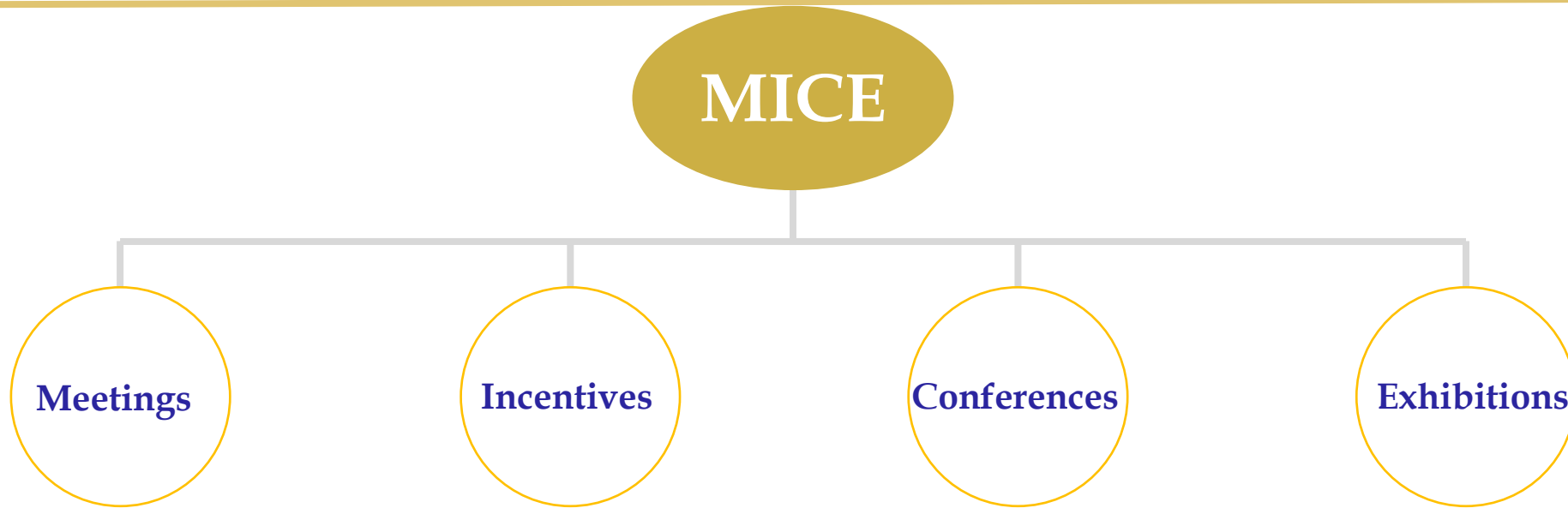


A steadily increasing demand for overnight stays in the hotel market.

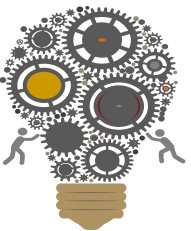


Market, Size, Players, and Contribution to GDP

MICE

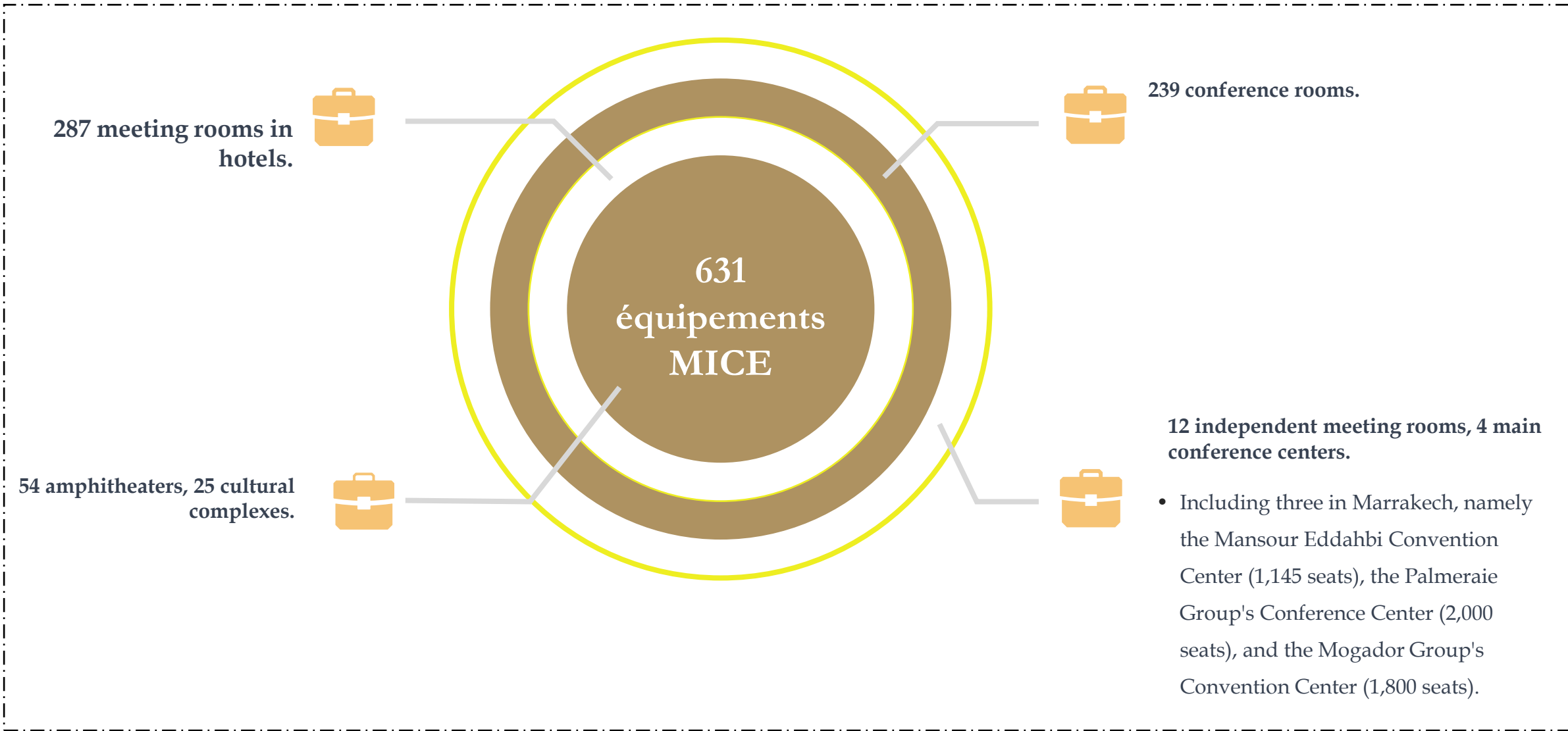


- o The "meetings" or "events industry" is a specific type of tourism that primarily targets businesses, focusing on the planning, booking, and coordination of group activities and events.
- o Morocco does not compete well against its competitors such as Istanbul, Barcelona, or Dubai, due to a lack of MICE (Meetings, Incentives, Conferences, and Exhibitions) infrastructure.
- o However, the Global Destination Index 2018 identified Morocco as a booming market for MICE travel. The country was included in the 2019 Hot List of Meeting & Incentive destinations.



Market, Size, Players, and Contribution to GDP

Infrastructures MICE in Morocco



Market, Size, Players, and Contribution to GDP

A limited supply of convention centers that does not meet national demand.

Main offering of convention centers in the Moroccan territory by city, surface area, capacity, and number of rooms.

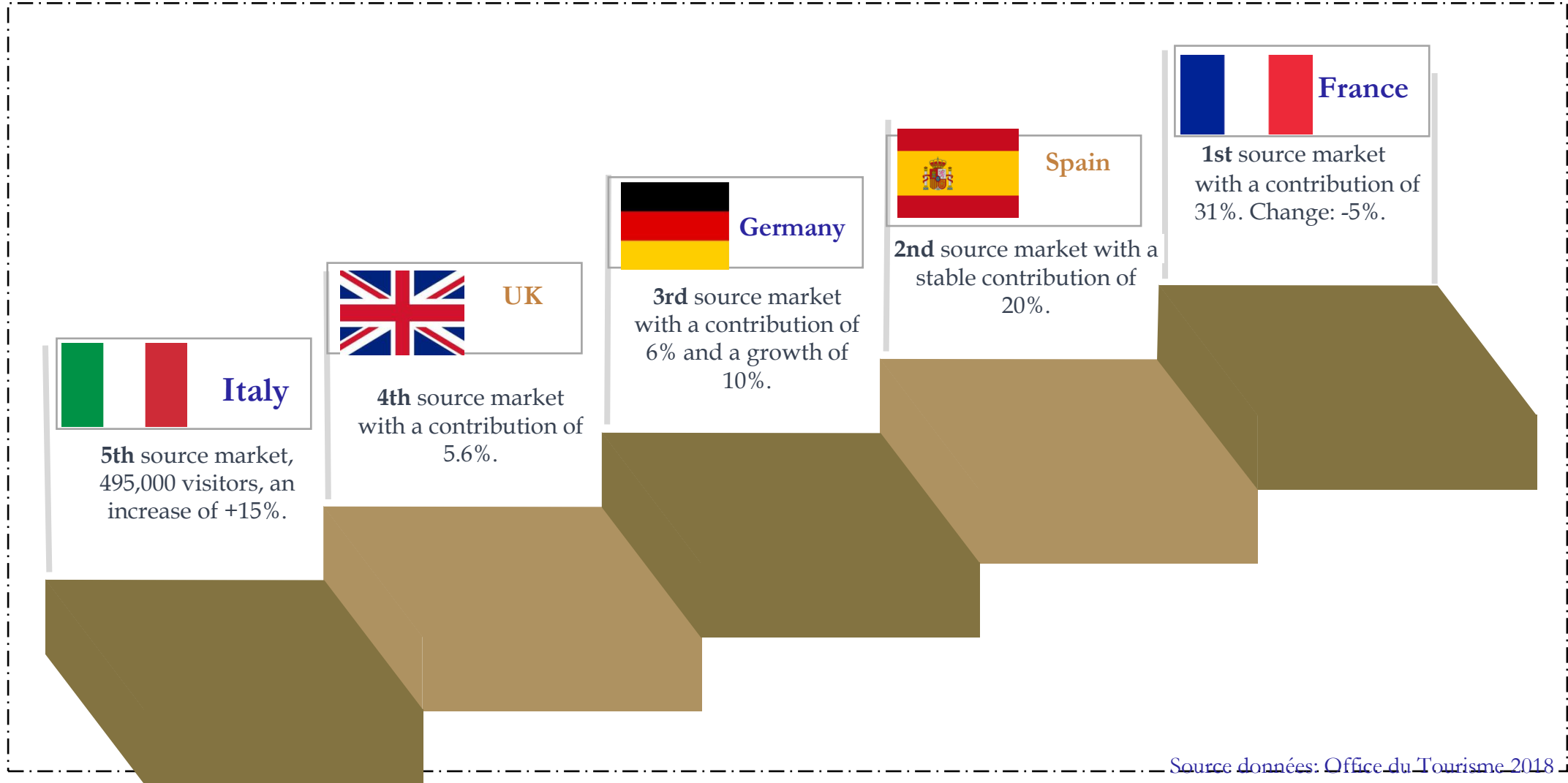
	Convention Center Movenpick	Convention Center Palmeraie Palace	Convention Center Mogador Agdal	Centre Mohamed VI	Convention Center Bouregrag	Convention Center Ouarzazate	Palais des Congrès Fès	Convention Center Dakhla	Convention Center d'Agadir	Convention Center Congrès Tanger
City	Marrakech	Marrakech	Marrakech	Rabat	Rabat	Ouarzazate	Fez	Dakhla	Agadir	Tanger
Surface Area	2600 m2	5000 m2	16000 m2	1350 m2	2305 m2	7000 m2	7000 m2	2600 m2	10200 m2	7000 m2
Capacity	2000	2500	1600	1000	1200	2000	5000	600	5000	1500
Multipurpose Room Number	-	-	20	15	5	-	-	-	-	-



Market, Size, Players, and Contribution to GDP

A diversity of source markets dominated by France.

Breakdown of the main tourist source markets in the kingdom.



Ongoing Projects and Vision

The main ongoing projects and promising markets

TAGHAZOUT BAY

DOUBLE TREE BY HILTON
Ben Guerir

DOUBLE TREE BY HILTON
Agadir

CONRAD HOTELS &
RESORTS

Main ongoing projects

- With a bed capacity of 3,300 beds by the end of 2022, Taghazout Bay resort reaffirms its status as an exceptional tourist destination.
- The Double Tree by Hilton Ben Guerir is owned by the Ben Guerir Hotel Company. The hotel is expected to welcome its first guests in 2023 and will feature 213 rooms, including studios and apartments.
- The Double Tree by Hilton Marina Agadir Hotel & Residences will include 228 rooms, suites, and serviced apartments with views of the Atlantic and direct beach access.
- Located north of Harhouara, 15 minutes from the corniche and 35 minutes from Rabat Salé Airport, the hotel offers 120 rooms, bringing modern architecture and design to the region.

Promising source markets

USA

North America

China

- The only non-European source market among the eight countries for which the observatory provides data, ranking it in eighth place with a share of 3%.
- The United States showed the highest growth with arrivals increasing by 16%.
- North America is another rapidly growing market, with arrivals increasing by 89% between 2011 and 2017, reaching 365,925 people.
- Arrivals are booming: in mid-December 2018, the Minister of Tourism, Mohammed Sajid, announced that the number of Chinese visitors was on track to reach approximately 132,000 for the entire year, compared to around 10,000 in 2015 and 107,000 in 2017.



Ongoing Projects and Vision

The main ongoing convention centers

Convention and Exhibition
Center AGADIR

Convention Center FEZ

Convention and Exhibition
Center MARRAKECH

Main Ongoing Projects - Convention Center

- The budget for this multifunctional complex is announced at 1.475 billion dirhams, approximately 150 million euros. The project has now surpassed the foundation and excavation stage. With bold architecture and an iconic design combining Amazigh inspirations and Hi-Tech language, the Convention and Exhibition Center will undoubtedly attract the organization of national and international events. Covering a floor area of 10,200 square meters, it will be designed in line with the new generation of convention centers, featuring large modular spaces that can range from plenary halls to exhibition areas. It will include an amphitheater of 545 square meters with 350 seats, two exhibition halls of 3,915 square meters and 840 square meters, as well as extensive above-ground and underground parking facilities. With a total capacity exceeding 5,000 people, the complex is scheduled for delivery in 2023.
- Long-awaited by tourism professionals, the Fes Convention Center project is about to be launched. With a projected budget of 100 million dirhams, the building will have a capacity of 5,000 seats. It will be constructed by the Regional Council in partnership with the municipality and the prefecture, in addition to the departments of the Interior, Industry, and Housing. This center will have a capacity of 1,200 seats as well as a dozen conference rooms.
- With an investment of 937 million dirhams, this future Convention Center and Exhibition Park of international dimension is the result of a partnership between the Regional Council of Marrakech-Safi, the Moroccan Tourism Engineering Company (SMIT), the Ministry of Tourism, the Ministry of Industry and Commerce, the Ministry of the Interior, the regional prefecture of Marrakech-Safi, and the Deposit and Management Fund (CDG).



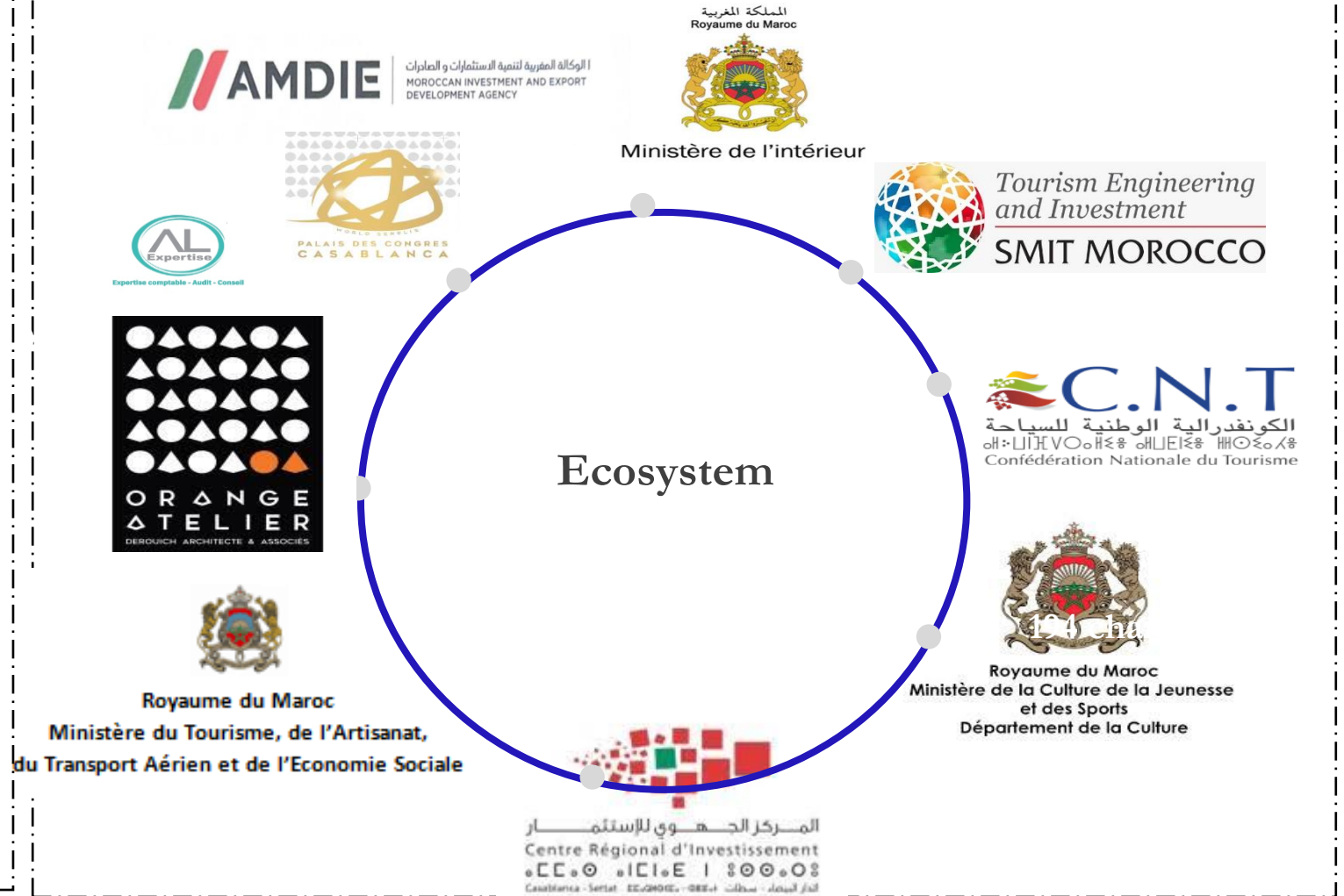
The Economic Ecosystem

An ever-evolving project ecosystem and strong partners outside the banking sector (not yet addressed at this stage)

Dedicated programs

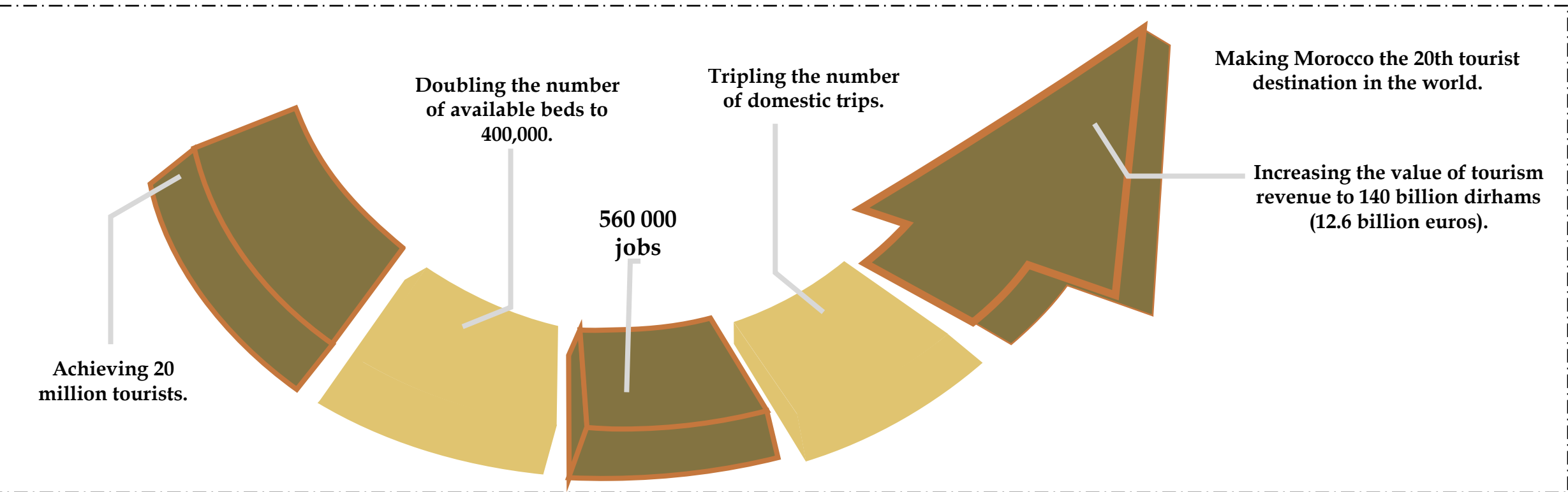
Beach Tourism	Sub-strategy is known as "Azur 2020," currently being updated.
Local Tourism	The development program is called "Biladi," which means "My Country."
Heritage Tourism	No dedicated program.
Sustainable Tourism and Ecotourism	No dedicated program.
Niche Tourism	Health and wellness tourism: Morocco is a leading regional destination in this category. As for MICE (Meetings, Incentives, Conferences, and Exhibitions), this category remains underdeveloped, with business tourism accounting for only 4.4%. There is no dedicated program.

The current ecosystem of partners

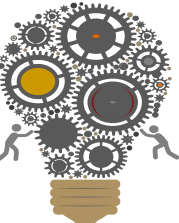


Ongoing Projects and Vision 2025

2025 vision and opportunities for WORLD SERELIS



Opportunity



- According to figures from the HCP, more than 63% of Moroccan businesses are located along the Casablanca - Tangier axis. This concentration does not align with the presence of convention centers in the country.
- The city of Casablanca, the economic and commercial center of the kingdom, does not have a Convention Center, which creates an imminent need to capture the latent potential.
- WORLD SERELIS' offering, due to its strategic location in Bouskoura, near Mohamed V International Airport, the country's main highways, and its capacity of 6,000 seats, along with its integrated offering, provides it with a distinct competitive advantage and optimal conditions for access to both local and international clients.

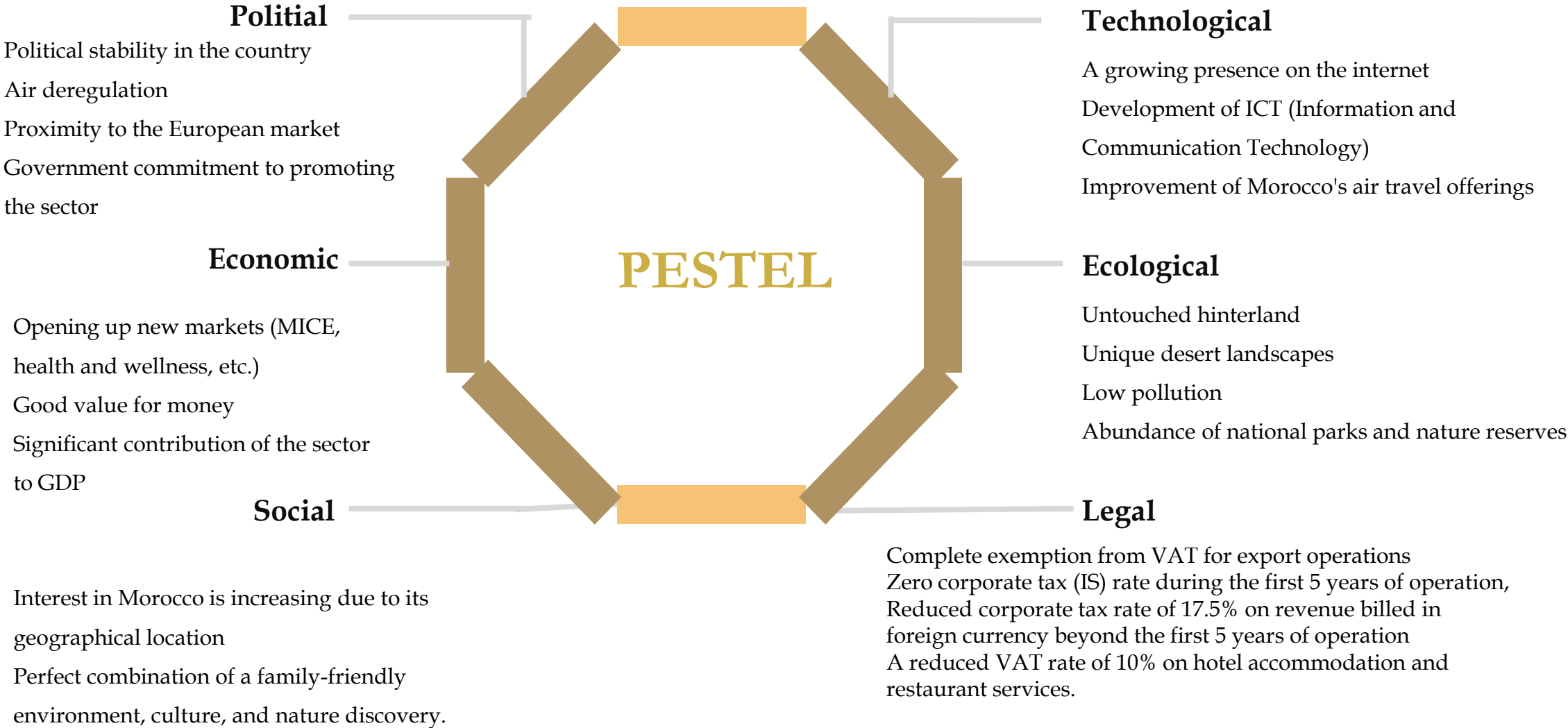


Convention Center Casablanca

Business Opportunity

Strategic Market Study

Analysis PESTEL



Strategic Market Study

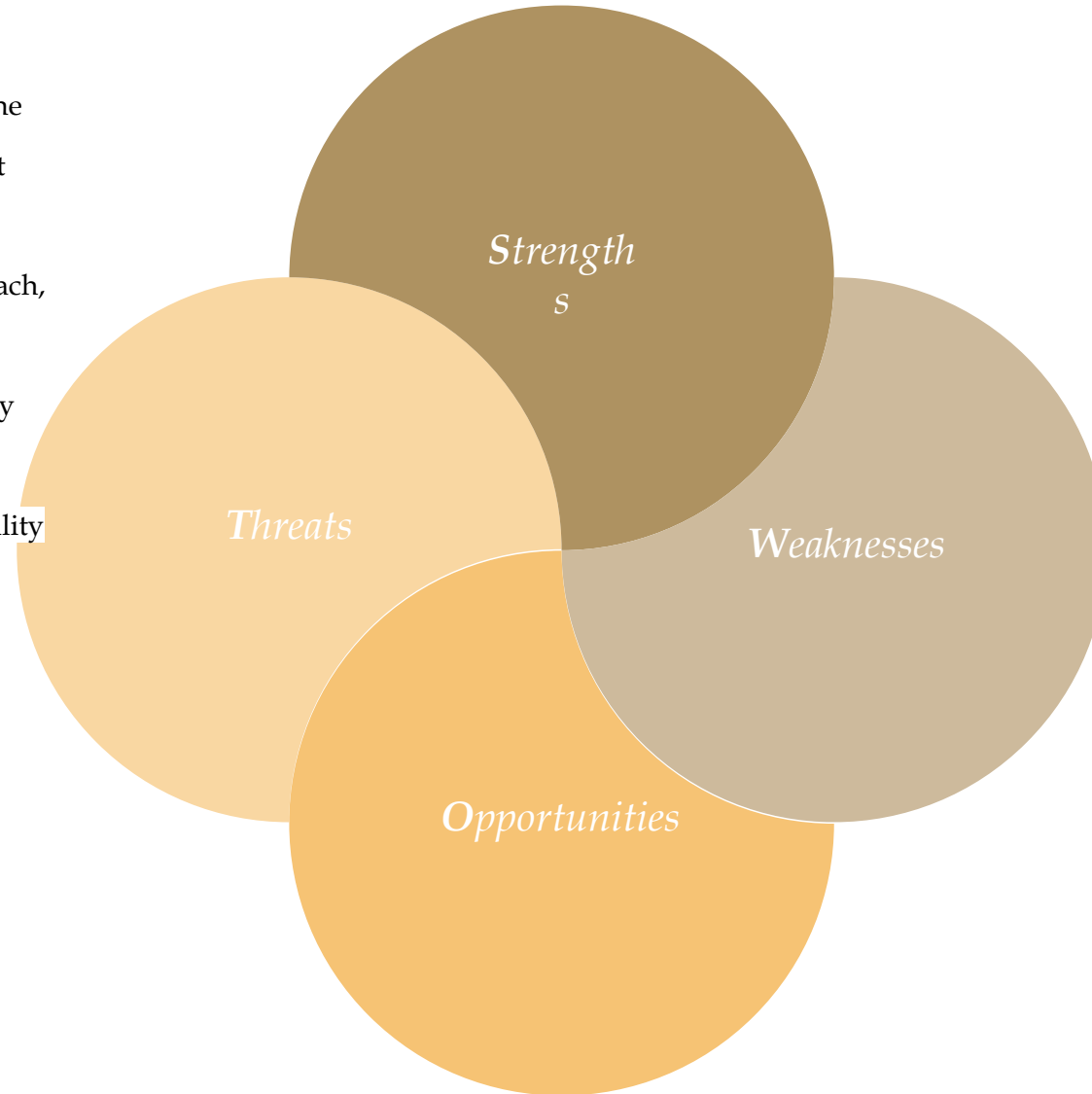
Analysis SWOT

Strengths

- Change dynamic initiated within the ONMT (Moroccan National Tourist Office)
- Rich and varied basic products (beach, mountains, desert, monuments, ...)
- Geographical, cultural, and culinary diversity
- Hospitable spirit and political stability
- Professionalism and knowledge within the sector

Threats

- Health crises
- Natural disasters
- European competition
- Inflation



Weaknesses

- Low advertising budget
- Insufficient financial resources
- Lack of MICE infrastructure

Opportunities

- Growing source markets
- Possibility of diversifying the offering (alternative, health and wellness tourism)
- Development of promotional ICTs

Conclusion

Casablanca - an internal business capital

Casablanca confirms that it is increasingly becoming a business destination for tourists. Consequently, business tourism accounts for 80% of the total arrivals. According to the Regional Tourism Directorate, these visitors spend an average of 1,400 dirhams per night, compared to 950 DH for foreign leisure tourists.

This achievement is attributed to the city's capitalization on its competitive advantages and infrastructure, which have the potential to transform it into a true international business destination. As reflected in the sectoral analysis, the economic capital of the Kingdom has successfully leveraged its three main strengths: its strategic positioning relative to Mohammed V International Airport (a regional hub par excellence), its geographical proximity to Europe and Africa, and its strong trade and cultural ties with the European space.

Casablanca also benefits from significant infrastructure and is currently undergoing an ambitious development program and large-scale projects that predispose it to emerge as a flagship destination for MICE tourism (Meetings, Incentives, Conferences, and Exhibitions). The economic metropolis hosts several international economic and business events.

The White City is, therefore, a top choice for business destination, an essential air and financial hub. There is also a growing enthusiasm among national and international stakeholders to consolidate their investments in the economic capital of Morocco and build spaces to host even more large-scale events. With all these assets, Casablanca aimed to welcome over a million tourists in 2020. This was an opportunity for tourism operators who were eager to invest in this niche, launching several hotel and tourism projects to meet the high demand. However, the COVID-19 health crisis dimmed these ambitions in 2020. Nevertheless, the sector has seen a strong revival in 2022.





Strategy and Business Model

- Strategic vision and target markets
- Range of products and services offered
- Presentation of the project site
- Presentation of the initial site models

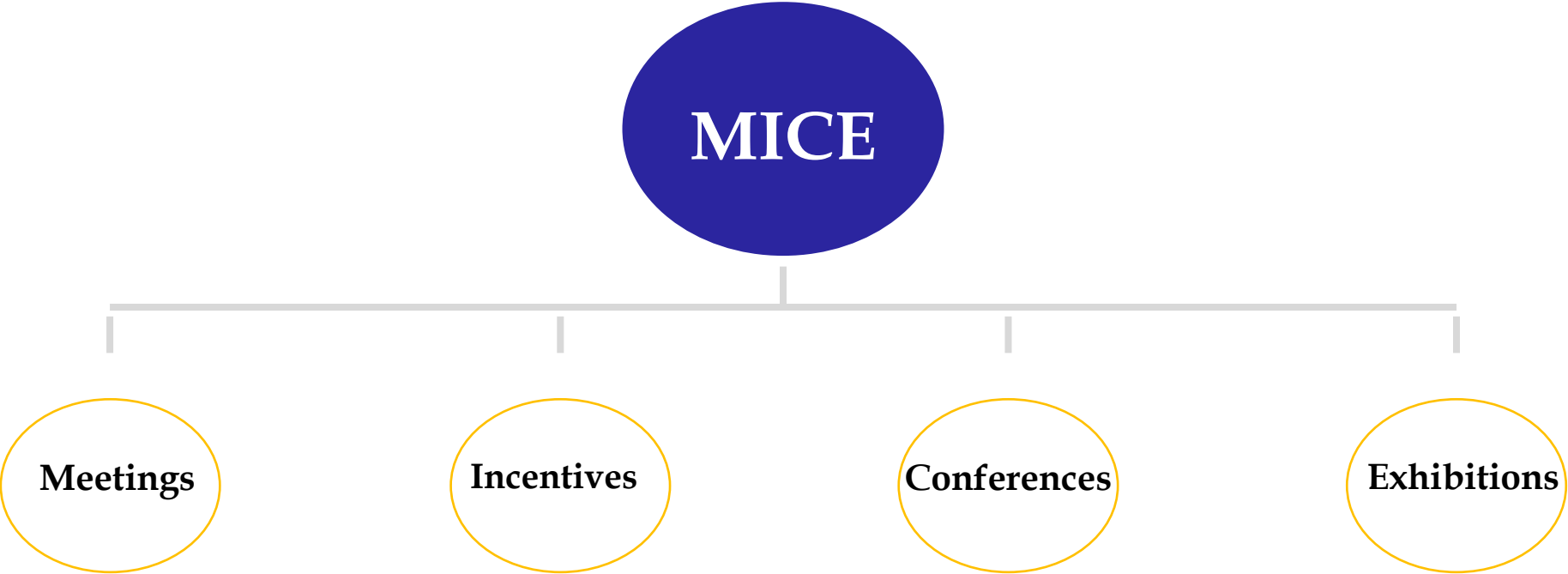
Strategy and Business Model

Vision and Strategy for Target Markets

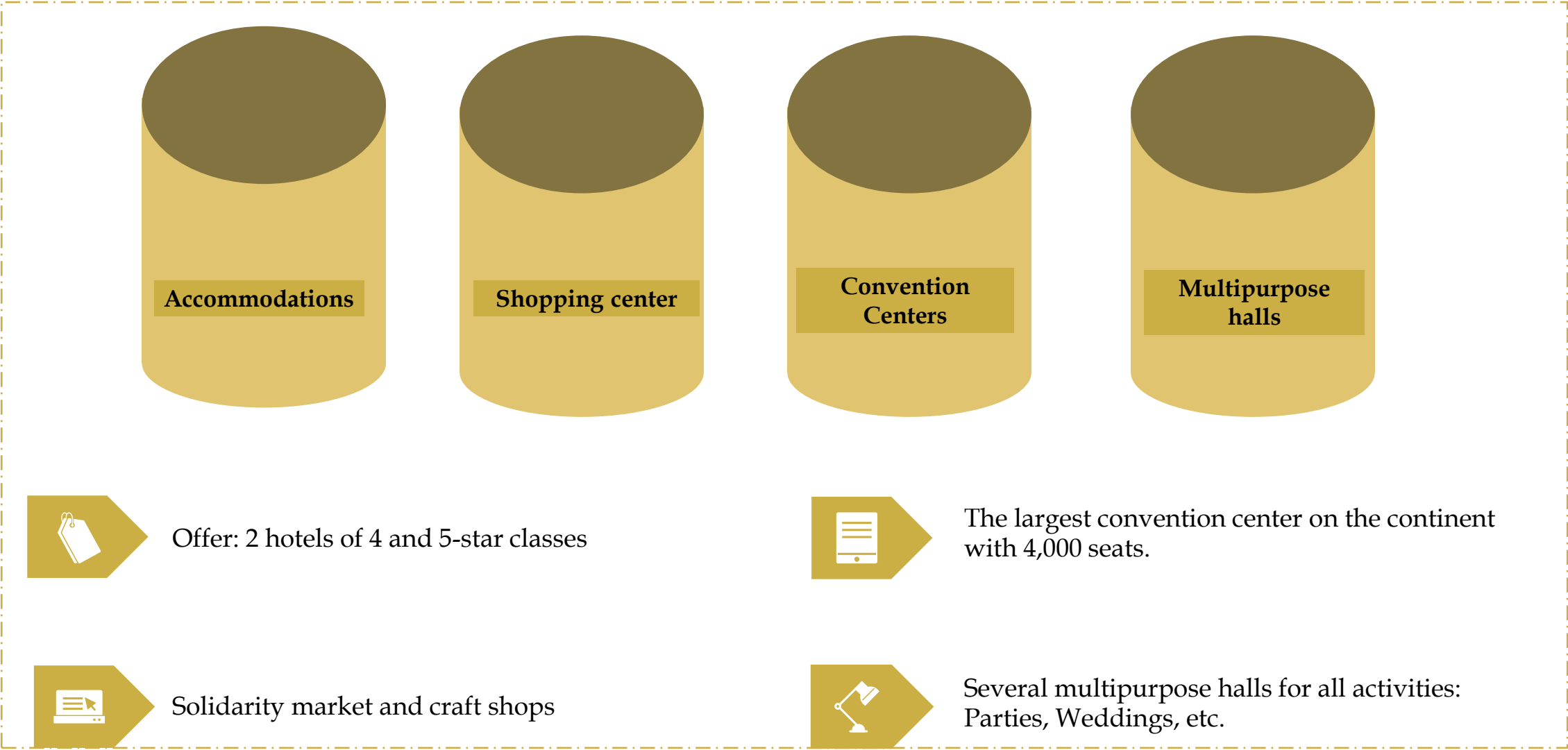
Strategic Vision

- WORLD SERELIS is leading the project of the largest Convention Center and Exhibition Center in Morocco and Africa, offering a comprehensive and integrated package combining comfort and hospitality.
- WORLD SERELIS' strategic location in Bouskoura, near Mohammed V International Airport and the country's main highways, along with its capacity of 6,000 seats, provides a definite competitive advantage and optimal access conditions for both local and international clients.
- WORLD SERELIS aims to position itself as a future leader in business tourism through this project, leveraging its strategic location, the promoter's extensive experience in the field, and its strategic partnership with a renowned international group, VIPARIS.

Target Markets

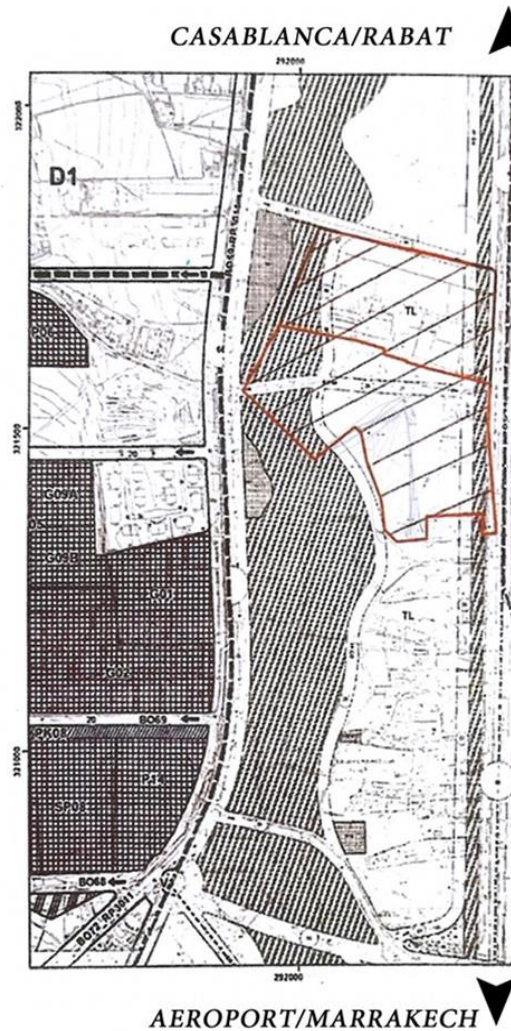


Products and Services Proposed



Project Site

Strategic Positioning



- Presentation of the project site
- Location: Commune of Bouskoura
- Area: 13.6 A

Project Site

Strategic Positioning

A strategic location 10 minutes from Casablanca International Airport and direct access to all major highways of the most important cities.



Project Site

Strategic Positioning



1. Amphithéâtre	9600m ²	7. Espaces Communs	8000m ²
2. Salles Polyvalentes	4000m ²	8. Hotel 5*	2000ch
3. Espace Extérieur	5000m ²	9. Hotel 4*	4000ch
4. Food Court	7800m ²	10. Hotel 3*	4000ch
5. Marché Solidaire	1500m ²	11. Parking Aérien	25000m ²
6. Magasins	1000m ²	12. Espaces Verts	50000m ²
		13. Centre d'expo	20000m ²



Convention Center Casablanca

Business Opportunity

Initial Site Design Models



Convention Center Casablanca

Business Opportunity

Initial Site Design Models



Convention Center Casablanca



Business Opportunity



PALAIS DES CONGRES
DE CASABLANCA

Initial Site Design Models



Convention Center Casablanca

Business Opportunity

Initial Site Design Models



Convention Center Casablanca

Business Opportunity

Initial Site Design Models



Convention Center Casablanca

Business Opportunity

Initial Site Design Models



Convention Center Casablanca



Business Opportunity



PALAIS DES CONGRÈS DE CASABLANCA

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Convention Center Casablanca

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Convention Center Casablanca



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PALAIS DES CONGRÈS CASABLANCA