



## **The Anouar Invest Group penetrates the cement industry segment**

**Casablanca, the 18<sup>th</sup> of March, 2014** – After the food-industry, the real-estate, logistics and the distribution, the Moroccan holding, **Anouar** Invest, penetrates the cement industry-segment.

The Group's first production unit will be based in Laayoune. The kickoff of the plant's construction will be given in September 2014.

The plant of Laayoune will be the first milestone in the development journey of the holding in this newly integrated industry segment. Anwar Invest aims to expand its presence to other parts of Morocco and Africa.

## **About Anouar Invest Group**

The Anouar Invest Group is a leading Moroccan holding company created in 1994, that operates mainly in the following industries : food, real-estate, logistics, building materials and agriculture. With its clear vision, the group has adapted to market changes by opting for the diversification of its activities so as to be able to develop serenely. The group recorded in 2014 a consolidated turnover of around 8 billion dirhams. **Anouar** Invest employs more than 4,000 employees, has more than 20 subsidiaries and is now positioned as one of Morocco's leading agrifood suppliers. The Holding is particularly known for its brands like Excelo, Badaouia, Mario, Fandy and Bon Lait. It also continues to gain market shares in the real-estate segment through its numerous quality projects. The Group also increased its acquisitions that are consistent with the current market trends. It is making of its multisectoral expertise a true growth lever.