

#15

Project 15 :

Production unit for motorized wheelchairs

Sub-sector:
Medical devices



Description

Production unit for motorized wheelchairs to meet a major part of the growing demand from European countries (notably France and Spain) and West Africa, and in the context of the independence of Asian countries.



Highlights

- The global wheelchair market was estimated at \$4.5 billion in 2018, of which ~40% were electric wheelchairs, which are expected to record growth.
- significant, with an expected increase of between 15% and 20% by 2025 due to an ageing population, higher injury rates and an increase in non-communicable diseases
- More than 75 million people worldwide need a wheelchair, but ~85% have no access to one.



Morocco's main importing countries

- China
- Turkey



Main inputs required

- Metal
- Plastic
- Leather
- Foam



Financial indicators

- Potential investment : ~30 - 50 Mns MAD
- Potential sales : ~50 - 70 Mns MAD
- EBITDA (as % of sales) : ~10% - 15%
- Jobs : ~100 - 150 direct jobs



Investment incentives

Subsidies :

- Industrial Development and Investment Fund (FDII)
- ISTITMAR SME or VSE program, depending on sales

Training assistance :

- IDMAJ" program
- TAEHIL" program

Financing :

- Mezzanine SME
- Tamwilcom

