

#54

Project 54:

Electrical motor manufacturing unit

Sub-sector:
Electrical &
Electronics



Description

Manufacture of motors that convert electrical energy into mechanical energy through the interaction between the motor's magnetic field and the electric current. Multiple applications in numerous sectors



Highlights

- Existing technical skills in Morocco ;
- Potential for value chain integration through upstream and downstream supply chains (e.g. foundry, wiring, installation) and local converter manufacturing (to be developed in parallel);
- Demand driven in particular by renewals in industry (e.g. machine tools)



Main inputs required

- Stator (inductor)
- Rotor (armature)
- Brushes (coals)



Financial indicators

- **Potential investment :** ~ 30 - 40 Mns MAD
- **Potential gross margin :** ~35% - 40%



Investment incentives

Subsidies :

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

Investment Charter *

Training assistance :

- IDMAJ" program
- TAEHIL" program

Financing :

- Mezzanine SME
- Green Invest

(*) According to eligibility criteria

