

# #9

## Project 9 :

Manufacturing unit for blood pressure measuring devices

Sub-sector:  
Medical devices



### Description

Manufacturing unit for blood pressure measuring devices (tensiometers) used by hospitals and clinics as part of patient assessment, and by patients with high blood pressure (HTA) to monitor their blood pressure levels.



### Highlights

- High blood pressure is the leading chronic disease in the Kingdom, with ~10 million people diagnosed.
- Increase in the number of hypertensives from 5.4% in 2011 to 8% of the population in 2018



### Morocco's main importing countries

- Germany



### Main inputs required

- Electronic board
- Plastic
- Iron



### Financial indicators

- Potential investment : ~15 - 20 Mns MAD
- Potential sales : ~60 - 80 Mns MAD
- EBITDA (as % of sales) : ~5% - 10%
- 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

