

# UNIVERSITÉ PRIVÉE DE MARRAKECH

COUNTRIES	→ Morocco and Senegal
BUSINESS FOCUS	→ Higher Education
INVESTMENT DATE	→ August 2016
INVESTMENT FUND	→ Mediterrania Capital II
COMPANY TYPE	→ SME

## THE COMPANY

Founded in 2005, Université Privée de Marrakech (UPM) is the largest state-recognised multidisciplinary provider of private higher education in Morocco. It offers more than 60 undergraduate, graduate and master's programmes in six major fields: management and governance, tourism and hospitality management, engineering and innovation, health sciences, sports management and the arts.

UPM runs campuses in Marrakech, Casablanca and Dakar and residences housing 1,000+ students. It also has smaller campuses across Morocco that provide executive education programmes such as MBAs in management and specialist master's degrees covering a variety of different areas. The University is also present in Senegal through both the opening of UPM Senegal and the acquisition in 2015 of SCIMD, a private medical school located in Dakar. In the scholastic year 2020/2021 there were 8,000+ enrolled pupils across all the campuses.

UPM has more than 20 partnerships with international higher-education universities and schools including Vatel, Euromed Management, Johnson & Wales University, Universitat de Barcelona, University of Virginia Darden School of Business and the ESC Clermont Business School.

## VALUE CREATION

One of the pillars of UPM's strategic plan defined with Mediterrania Capital Partners consisted of obtaining Moroccan state accreditation, not only to boost the career potential of its students but also to improve UPM's academic quality and public accountability. This accreditation was granted in March 2017 and since then, as a nationally accredited university, UPM constantly undergoes inspections and reviews by the ANEAQ1 to ensure it maintains the highest quality.

Another pillar of UPM's strategy was the completion of several acquisitions with the aim of building the largest education platform in French-speaking Africa.

These included Université Internationale de Casablanca (UIC), in April 2018, enabling UPM to set foot in the largest city of Morocco and the Maghreb region while benefitting from strong cost and revenue synergies; and in 2019, UPM acquired Sup de Co Marrakech, a business school based in Marrakech and recognised by the Moroccan State, and the ESG business school in Casablanca, which offers professional qualifications and degree programmes in business administration and information technology.

Another element of UPM's strategic plan consisted of increasing its presence in the health sciences sector, and in September 2018, the Ministry of Education approved UPM's application to open a Faculty of Medicine. As the Faculty must be combined with a fully operating hospital, UPM also acquired L'Hôpital Privée de Marrakech (HPM), a newly opened state-of-the-art hospital. UPM is planning to launch new careers such as Dentistry, Pharma and Architecture on its campuses as of the 2023/2024 academic year.

## ESG ACTIONS

UPM's Corporate Social Responsibility-related measures have included the renovation of a primary school in the Douar Tamast area of Al Haouz in Morocco's Marrakech-Safi region. The school was in a poor state and required restoration to its proper condition. The project included tree-planting and biodiversity projects. About 100 families also benefited from clothes donations. This project, which the community identified as its highest development priority, raised the educational standard as well as improving the school's facilities and thereby attracted new teachers in various subject areas, boosting staff numbers. Above all, the project provided further access to education for girls while at the same time helping to close the gender gap in school enrolment numbers.

<sup>1</sup> Moroccan National Agency for the Evaluation and Quality Assurance of Higher Education and Scientific Research



“ Our investors have been instrumental in helping us achieve our goals. In less than four years, aided by our investors financial support and strategic guidance, our student base increased from 6,000 to 8,000 pupils. We’re excited to continue this journey with Mediterrania Capital Partners. ”

**Mohamed Kabbadj,**  
CEO, KMR Holding Pédagogique

REVENUES 2022 (e)

€44 million

8,000+  
enrolled students  
(academic year 2022/2023)