

C.E.C.I.

- Countries* → Morocco and Algeria
- Sector* → Industrial products
- Business focus* → Manufacture and assembly of truck and trailer bodies; spare part sales
- Key figures 2015* → € 15 million in revenues; 190 employees
- Investment date* → November 2014

THE COMPANY

Founded in 2004 by Madgdid Bazgoneh, C.E.C.I. (Centrale Équipement Carrosserie Industrielle) is a group of companies specialising in the manufacture and assembly of truck and trailer bodies, as well as in spare part sales.

C.E.C.I.'s competitive advantage lies in its complete range of business activities, from truck and trailer body manufacture through to their sales and distribution. This and its key partnerships with international brands such as Krone, Dhollandia and AB Volvo has enabled the group to acquire many loyal customers in numerous sectors.

The group, with its considerable market know-how and highly skilled engineers, is constantly seeking innovative truck and trailer body manufacturing solutions to improve its vehicle quality and productivity, match customer specifications and embrace collaborative working while also giving priority to driver safety and ergonomics.

C.E.C.I.'s headquarters and main operations centre are located in Morocco, and in 2014 the group set up an Algerian subsidiary to boost its business there and fully benefit from assembly opportunities with AB Volvo.

With its current annual production capacity of 2,800 truck bodies, C.E.C.I. is considered the market leader in both Morocco and Algeria, where the transport and logistics segment's growth trend of recent years is forecast to continue.

THE ROLE OF MEDITERRANIA CAPITAL PARTNERS

Mediterrania Capital Partners supported C.E.C.I. in its portfolio diversification and geographical expansion by actively assisting in the launch and development of its production unit in Algeria, which has allowed the group to double its total assembly capacity.

Mediterrania Capital Partners also helped C.E.C.I. to establish business and financial reporting processes and best management practices, as well as providing the group with the appropriate elements to improve its corporate governance and transparency.

THE FUTURE

C.E.C.I. is focusing on its expansion into Algeria and Sub-Saharan Africa countries as its main driver of the group's business development.



“Partnering with *Mediterrania Capital Partners* was an excellent choice. The team has enormous experience in business management and brings all its knowledge to our strategic discussions. The value creation model of *Mediterrania Capital Partners* is a clear differentiator compared with other investors.”

Madgid Bazgoneh,
CEO of C.E.C.I.

Revenues 2015

€15 million

Production 2015

2,800 truck bodies