

<b>COUNTRIES</b>	→ Morocco and Algeria
<b>BUSINESS FOCUS</b>	→ Truck and bus assembly, truck and car body manufacturing and automotive spare parts sales
<b>INVESTMENT DATE</b>	→ November 2014
<b>INVESTMENT FUND</b>	→ Mediterrania Capital II
<b>COMPANY TYPE</b>	→ SME (At investment)

# C.E.C.I.

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## THE COMPANY

Founded in 2004, C.E.C.I. operates in the truck and bus assembly, truck and car body manufacturing and automotive spare parts business in Morocco and Algeria.

After buying and transforming a 27,000 sq. m. former Renault factory in Casablanca, C.E.C.I. became one of the leading industrial assemblers in Morocco. The group also owns three after-sales service centres in Casablanca, Agadir and Tangiers. In 2013, a local production plant was established in Algeria, expanding C.E.C.I.'s operations outside Morocco.

Nowadays C.E.C.I. is the largest player in the market, with top-quality industrial tooling and a well-structured organisation working with major groups such as Krone, Dholandia, Renault and Renault Trucks, AB Volvo, Ford, KIA, Webasto, Thermo King and Mitsubishi.

## VALUE CREATION

C.E.C.I.'s in-house engineering, architecture and design services brought incomparable expertise that pushed the group to develop its own body moulds for manufacturing truck body parts used in the production of almost all brands of utility vehicles. Nowadays C.E.C.I. offers a wide range for dry, refrigerated and flatbed trucks, marketed in Morocco and Algeria.

With Mediterrania Capital's support, C.E.C.I. also launched a new business segment consisting of custom-built trucks, trailers or semi-trailers for specific uses such as mobile banking or health units and developed a proprietary range of flatbed trailers manufactured in Turkey.

As part of C.E.C.I.'s diversification strategy, in 2016 it developed a new transformation offering for Renault and PSA passenger cars and light commercial vehicles (LCVs), the two car manufacturers established there. This segment currently makes up a considerable proportion of

fleet vehicles in Morocco and is one of the fastest-growing segments, pushing C.E.C.I. to expand its transformation services to include Ford and Volkswagen vehicles.

In 2019, C.E.C.I. received the ISO 9001:2005 certification.

## ESG ACTIONS

In 2019 C.E.C.I. implemented a major programme to modernise its main plant, redefining the layout between the different sections and improving workplace ergonomics. This initiative provided a better, more efficient working environment by encouraging a good posture, less effort and fewer movements. This measure, combined with enhanced worker training programmes, has helped increase the job security and satisfaction of the group's employees.

One of C.E.C.I.'s main risk areas is its painting section with its potentially high exposure to toxic fumes from paints, varnishes and solvents, all of which have high levels of VOCs. To protect its employees, C.E.C.I. has built three dedicated paint booths with an exhaust ventilation system to capture overspray and solvent vapour, help to control hazardous materials, avoid debris and dust compromising the quality of the airflow and prevent contamination. This has helped C.E.C.I. to win a subsidy from the Canadian government (through the Mennonite Economic Development Associates initiative) in recognition of the company's efforts to lower its environmental impact and improve staff working conditions in its plants.

To support healthcare providers in Morocco and scale up mobile clinic outreach to populations and communities where health facilities do not exist, are not operational or are inaccessible, C.E.C.I. has improved the cost-effectiveness and layout of its healthcare units. The units are fully optimised and offer a wide range of facilities including waiting areas, examination rooms, staff bathrooms, disabled-access washrooms, telemedicine facilities, an audio-video centre and multimedia packages.



“Partnering with *Mediterrania Capital Partners* was an excellent decision. 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.”

MARC MADGID BAZGONEH, CEO OF C.E.C.I.

REVENUES 2020 (€)

€14.5 million

2,800 truck  
chassis produced/year