

UNIVERSITÉ PRIVÉE DE MARRAKECH

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

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.

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 has 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 is 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. 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 has 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 currently working on further acquisition opportunities as well as launching new careers such as Dentistry and Architecture on its campuses.

ESG ACTIONS

UPM's private medical school provides a response to the current shortage of qualified healthcare professionals in Morocco, where the demand for places in public medical schools exceeds the number available. This shortage has even resulted in students going to other countries for their medical education.

Morocco also suffers from insufficient high-quality healthcare services due both to economic constraints and to a limited infrastructure, showing considerable growth potential. Furthermore, in Morocco globalisation has resulted in an increased demand for medical professionals from foreign countries coupled with higher wages. This combination has led to more health profession entrants, and the demand for medical education can only be satisfied by private medical schools.

¹ Moroccan National Agency for the Evaluation and Quality Assurance of Higher Education and Scientific Research



“Our investors have been instrumental in helping us exceeding our goals in less than four years. We are excited about the continuation of this journey and the prospect of reaching 10,000 students.”

MOHAMED KABBADJ, CEO AT KMR HOLDING PÉDAGOGIQUE

REVENUES 2020 (€)

€41.4 million

8,500+
enrolled students
(academic year 2020/2021)