

## AH AFRICA



# New Ventures Shape the Future of African Real Estate

Al Hoceinia Holding, with 65 years of expertise, is expanding into Sub-Saharan Africa through its dedicated subsidiary AH Africa, excelling in real estate, agriculture, hospitality, and education.



Al Hoceinia Holding, a prominent Moroccan conglomerate, has successfully expanded into the sub-Saharan Africa through its dedicated subsidiary AH Africa, with a focus on Côte d'Ivoire and Senegal. Saad Bennani,

CEO of the group for sub-Saharan region, has played a key role in driving this expansion.

Al Hoceinia has a long history in the real estate industry since 1957. Bennani proudly says that the firm has built over 30,000 units throughout all the segments in Moroccan. This comprises affordable housing, mid-range and high-end housing, commercial galleries, and office buildings. The group's real estate expertise has provided a solid asset for its overseas initiatives. "Real estate is one of our historical activities," Bennani says, emphasizing the group's extensive expertise in the industry.

In addition to real estate, Al Hoceinia is a relevant actor in the agriculture field. The company grows and exports citrus fruits, red fruits, rosaceous, and almonds to markets in North America, Europe, and Asia. Agriculture has been an important part of the group's business for over 50 years. Bennani emphasizes the importance of agriculture in the group's identity, "We have been involved in the agriculture sector for more than 50 years."

Al Hoceinia is also growing fast in the hospitality industry. The group recently opened its first Radisson Hotel in Casablanca, which it owns and runs. Bennani says that three other hotels are under construction in Casablanca, Marrakech, and Tangier.

Education is the fourth pillar of Al Hoceinia's operations. The group focuses on providing quality education to Morocco's working-class population. Bennani emphasizes the group's commitment to education, saying, "The idea is to provide our students with high quality at an appropriate price."

The conglomerate's expansion into sub-Saharan Africa began in 2021, with the launch of several ambitious projects under the AH



Saad Bennani,  
CEO of  
AH Africa



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Africa brand. In Senegal, the group introduced the Kepar project in Dakar, which includes 1,000 mid-range housing units. In Côte d'Ivoire, the Bô Résidence project was launched in Abidjan, featuring 800 affordable housing. The group also develops a mid-range villa project called Villas Salam in Dakar.

These projects reflect AH Africa's commitment to address the housing needs in the region. "These projects are very successful and comfort us in our vision for development in sub-Saharan Africa," Bennani says.

Bennani says the group is currently studying further projects in Côte d'Ivoire, with the ambition to build 3,000 units involving 150 million euros investment in the short term. This is a crucial step in the group's plan to expand its activities in the area. "The goal for us now is to move at a higher speed and to initiate new programs on a much larger scale," Bennani says.

Beyond the figures, AH Africa is dedicated to environmentally responsible construction. EDGE certification is currently underway for the first project,

with more to follow. Bennani also speaks on the overall influence of AH Africa initiatives on the Ivorian economy. He emphasizes the group's role in helping at its modest scale to reduce Côte d'Ivoire's deficit today of 800,000-unit housing.

In addition to real estate, the Group has strong ambitions to develop its other businesses in Côte d'Ivoire and the sub-region. "We decided to start with real estate development because this field is well-suited for greenfield projects, but we also have significant ambitions in the hospitality and agriculture sectors in West Africa," says Bennani.

Al Hoceinia Holding's strategic expansion into sub-Saharan Africa through its dedicated subsidiary AH Africa, notably in Côte d'Ivoire, demonstrates the company's dedication to growth and development across numerous industries. The sub-Saharan development, led by Saad Bennani, is continuing to expand on its legacy, making important contributions to the region's economic and social scene. 