



Mazagan City Center will be a city with a design based on modern architectural and urban planning principles aimed at creating a virtuous circle that leads to further autonomy. The interconnected design elements will make Mazagan City Center an environmentally friendly city.

Mazagan City Center is an innovative, large-scale project that is more than an urban planning exercise: it's a key element in the urban revitalization of the ElJadida-Azemmour region. The site is located 90 km to the South of Casablanca and covers 1,300 hectares. The new Mazagan City Center will combine modernity, diversity, and environmental values and is expected to be a center for learning and innovation. Stretching along the Atlantic coast, it will be a link between the cities of Casablanca and Azemmour in the North, and the city of El Jadida in the South. The urban center will serve the goals of:

- Supporting the social and economic development of Grand El Jadida;
- Supporting the Jorf Lasfar industrial platform's activities.



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Mazagan City Center

Live the urban experience of tomorrow

Nestled beside the Atlantic Ocean, with a forest on one side and the Mazagan Golf Course on the other, the project will benefit from 7 km of coastline.



Mazagan City Center,
an urban model for the rising cities of tomorrow: sustainable, eco-friendly design, and, most of all, a socially united city.

Mazagan City Center,
aims at meeting both environmental and social/ economic development requirements.

Innovation & Learning, the city's urban development signature

Mazagan City Center is a new kind of project that involves the planning of a modern city, with contributions from cutting-edge innovation and knowledge professions throughout many of its structuring elements.

The goal is to support the economic and social fabric of the region, as it will surely contribute to develop the required skills.

A top academic center

The region's academic offerings will be significantly expanded through the development of Chouaib Doukkali University, the region's main university, expected to host up to 35,000 students by 2023 and to stand among Morocco's best universities and scientific research institutes.

This university will be at the core of the academic life of the future Mazagan City Center and will form its backbone. Additionally, a research and innovation zone will be situated alongside the academic zone.

A business incubator

Flagship of innovation, learning, and knowledge, Mazagan City Center will provide infrastructure for welcoming, hosting, and supporting project investors.

A responsible city

The Mazagan City Center concept is threefold:

- **A connected city**, a pioneer in the use of new technology in Morocco, sustainably and perfectly integrated into the urban landscape.
- **An exceptional living environment** between the ocean and the forest, offering a variety of quality services and infrastructure. Modern residential amenities will meet the growing demand for housing associated with the growth of the region, in addition to the current insufficient offerings.
- **A recognized academic center** promoting research, learning and innovation.

Sustainability at the core of the concept

The concept of Mazagan City Center is rooted in the fundamentals of sustainable development, which stand among the company's top priorities.

Eco-friendly design

The city will be built according to the strictest environmental standards. The orientation of the buildings will maximize their integration into the topographical layout of the landscape and minimize energy consumption. The neighboring forests will be largely conserved, damaged areas will be restored, and the creation of green spaces will be among top priorities in the early phases of the city's development. The goal is to reduce the project's environmental footprint to its maximum, particularly through the buildings and infrastructure's eco-friendly design.

Lasting economic development

The project is located next to the Jorf Lasfar industrial platform, a private-public development that will eventually host major industries as well as small and midsize businesses and industries, mainly in the energy, metallurgy, and chemistry/parachemistry sectors.

The region will become Morocco's second most important industrial center, as the province of El Jadida has already recorded a growth rate above national average. Furthermore, the location of Mazagan City Center will allow it to benefit from significant potential tourist activity and rich cultural offerings. All of these advantages should lead the project to create jobs and serve as a pool for talent.

The region's strong appeal

The location and accessibility of the site will make Mazagan City Center an attractive destination. In particular, the project will interest future employees of the Jorf Lasfar industrial platform, people travelling back and forth from Casablanca to the El Jadida region, students of the future Mazagan City Center's university campus, and also residents of El Jadida.

Retirees and those looking for a second home will also find the place to be the best destination for an ideal lifestyle, complete with all required cultural and tourism facilities.

Mazagan City Center,
A modern and dynamic city offering
an exceptional lifestyle centered
on learning and innovation.

Live differently

Mazagan City Center is more than just an urban center. It will offer an attractive lifestyle as its urban design stance is aligned with the goals of the project. Although the city will be a meeting point between the cities of El Jadida and Azemmour, it will have its own distinct identity and play a role in the urban renewal of the two cities. The diversity of its programs, the unique facilities that will form its backbone, and the quality of its spaces and urban/landscape amenities will make Mazagan City Center attractive not just on a regional scale, but nationally.



Exceptional living environment
Research
Knowledge
innovation

Urban model
Balance
Green city
Connectivity
Sustainable

Shareholders

Mazagan City Center is a project of national interest as part of the new strategy of urban center development led by the Ministry of Housing and Municipal Policy. It reflects the vision of OCP Group and the Ministry of Economy and Finance via the Department of State Property. A project company was created in 2013: Société d'Aménagement et de Développement de Mazagan Ltd. (SAEDM).

Key figures

Investment

US\$500 million (project planning by SAEDM)

Area split

- Total area of approximately 1,300 ha including:
- 622 ha hosting the various project components (residential area, academic center, research and innovation area, touristic and cultural amenities, zone for tertiary activities, etc.);
 - 186 ha of main roads;
 - 303 ha dedicated to green spaces;
 - 180 ha for land reserve.

Target population

134 000 inhabitants

Work in progress

Acquisition, land transfer and studies:
2013-2016

Starting of the project's planning and development:
2017

A structure based on green neighborhoods

The city will be made up of four central zones structured around green neighborhoods, each one will have its own local facilities, yet each will have its own identity:

Core A: zone located in the Southern part of the project, devoted to research, innovation, and academic infrastructure.

Core B: central area focused around a retail center.

Core C: zone dedicated to well-being and health, with specialized clinics.

Core D: zone that includes an exhibition area, shops, hotels and a Mazagan campus (compagnies offices for OCP / Jesa, University Mohammed VI Polytechnique and business incubator).

Sustainable mobility

The issue of urban transport was integrated in the early planning phases of Mazagan City Center project. The urban layout reflects a hierarchy in traffic routes. The different zones and areas will be accessible by foot. The principle of sustainable mobility induces minimized travel distances.

A socially united city

As a model for sustainable urban development in the region and the country, Mazagan City Center will encourage social, professional and intergenerational diversity. Populations of various backgrounds together because there is no sustainable city without diversity.

Development and delivery

1st phase of the project 2017-2024 (46,000 inhabitants): the early developments will be adjacent to the new university (Core A). This university will be expanded as additional infrastructure will accommodate learning/vocational training facilities. New amenities dedicated to research and innovation will be added, thus forming a core of innovative activities. This first phase will also include the development of an exhibition park, a Mazagan Campus as well as other accompanying infrastructure (Core D).

2nd phase of the project 2025-2029 (101,000 inhabitants cumulative): this phase should lead to an important trading center thriving on the adjacent localities, but also, in the near future, on the possible expansion of Casablanca (Core B).

3rd phase of the project 2030-2034 (134,000 inhabitants cumulative): it will focus on the ensuing living environment and tourism, in addition to the development of specialized clinics (Core C).