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Orbia unveils Precision Agri-Business manufacturing plant in Morocco, N.Africa

13 March 2023 | News

Orbiaâ??s Precision Agriculture Business Netafim to boost sustainable agriculture in key African Agribusiness Hub

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Netafim, an Orbia business and a global leader in precision agriculture solutions, unveiled its first manufacturing plant in North Africa to enhance the successful implementation of precision irrigation in Morocco and strengthen the countryâ??s agricultural sector. Investment in this plant illustrates the companyâ??s long-standing commitment to helping countries in the region achieve food security and combat climate change.

â??Netafimâ??s factory is built right in the heart of an agricultural region to enable farmers in Morocco and across North Africa to derive enormous benefit from precision irrigation. Netafim will provide local farmers with our state-of-the-art products and services and share our agronomic and technical expertise for greater yields and long-term sustainable agriculture practices,â?• said Gal Yarden, Senior Vice President of Netafimâ??s EMEA division.

Netafimâ??s precision irrigation technologies are ideal for use in arid conditions, maximizing yields while conserving resources. Investment in this new plant contributes to Orbiaâ??s purpose to advance life around the world through scaling clean, smart and efficient solutions that benefit people and the planet. The manufacturing plant will officially open on March 2, 2023 in the Kenitra region of Morocco. The opening is expected to create 200 jobs.

Morocco is a rapidly expanding agricultural hub in North Africa with its agri-food sector driving economic and social development, contributing 21% the GDP and accounting for almost 39% of national employment. Its prime location in the heart of EMEA and extensive transport infrastructure enable its high-value crops to be easily shipped to European markets. Moroccoâ??s government initiatives include developing a million hectares of agricultural land while conserving water and creating 350,000 jobs for young people as part of the countryâ??s â??Green Moroccoâ?• and â??Green Generation 2020-

2030â?• plans, to support and modernize the agricultural sector.

â??Opening this plant is both the culmination of our investment in the region and a gateway to further expansion. We are proud to support the â??Green Moroccoâ?• and â??Green Generationâ?• plans championed by the governmentâ?• said Gaby Miodownik, Executive Vice President and President of Orbiaâ??s Precision Agriculture business (Netafim).