

## BRIDGING AFRICA AND EUROPE

*Radouane Chebbaki, born in Khouribga, central Morocco, earned a degree in Industrial Process Engineering from the Technical University in Casablanca in 1999. He started his career at Unilever, working in operations and quality management within the FMCG sector for ten years. In 2007, he completed an MSc in Operations Management at his former alma mater. In 2010, Chebbaki joined WAMGROUP® as General Manager of the newly founded WAM Maroc. He later pursued an MBA at International Paris Dauphine / IAE Paris Sorbonne Business School, completing it in 2019.*

**Newsletter** What is the current market situation in your country?

**Chebbaki** It's a growing market thanks to economic diversification and investments in infrastructure. We first served the construction industry, then mining, wastewater management and finally feed and food. Almost the same trend can be observed in West Africa, but with some peculiarities in logistics and international trade that may arise.

**Newsletter** What are the particular characteristics of the local market?

**Chebbaki** As the most important trading centre on the African continent, Morocco is the hub of global trade with the rest of Africa thanks to its location and proximity to Europe, its sound logistical infrastructure and its business climate. Well-educated human capital is also a key factor, with a strong mix of tradition and modernity. As a result, many OEMs and global players in various sectors are already based in or relocating to Morocco. Both end users and dealers play an important role in our distribution system.

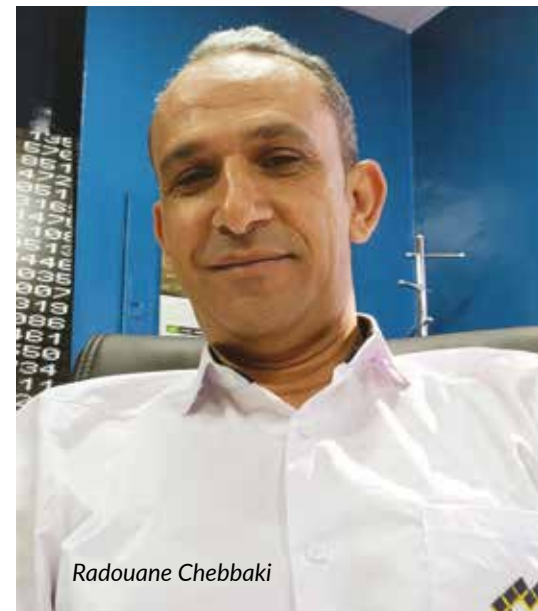
***"In addition to the outstanding quality of our equipment, we endeavour to offer our customers the best service."***

**Newsletter** Any particular challenges for WAM Maroc and for yourself at the moment?

**Chebbaki** In addition to the outstanding quality of our equipment, we endeavour to offer our customers the best service. This is the most important challenge we have to master to build a long-term relationship with our numerous customers in our rapidly changing and highly competitive domestic market.

**Newsletter** Where do you see the main opportunities for WAM Maroc?

**Chebbaki** Mining and fertilisers are strategic industries for us, expected to drive significant sales and support our growth. In these sectors, we aim for a



Radouane Chebbaki

high level of recognition. Additionally, the construction sector is poised for solid performance in the medium term. We are confident in achieving sustainable, profitable growth due to our diversified product range, sector mix, and the winning spirit of our team.

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## EDITORIAL



Dear Reader,

**The outlook for the global economy in 2024 appears uncertain. However, WAMGROUP® is proceeding with optimistic investments in future growth. This year, a new trading subsidiary will open in Montreal, Canada, around mid-year, aiming to serve both the English-speaking and francophone regions of the country. This strategic move is expected to enhance the company's market presence in North America and strengthen its customer support. The Montreal subsidiary will be a key hub for distributing WAMGROUP®'s products and services, providing a convenient location to connect with clients across the country. The decision reflects WAMGROUP®'s commitment to adaptability and resilience in the face of economic uncertainties.**

**Additionally, a new production facility is set to launch in Guadalajara, located in the Mexican state of Jalisco before the year ends. This expansion aims to enhance WAMGROUP®'s ability to serve customers in Central America and the northern part of South America with greater speed and efficiency.**

Best wishes,

Michael Grass

**WAMGROUP®**  
Senior Public Relations Director

# WAMGROUP® ABB PARTNER IN GRASIM PROJECT

*Paris, France, Spring 2023*



WAMGROUP® has been honoured with the GROWTH PARTNER award from ABB Group for a significant project in cement factories by GRASIM Industries Ltd., an Indian multinational corporation.

WAMGROUP S.p.A., along with WAM Industriale, WAM India, and WAM France, have been working together on this project. The collaboration has been highly valued by the customer, who expressed their deep appreciation and gratitude for WAMGROUP®'s efforts, as mentioned in the award citation.

*"In recognition of your exceptional commitment to driving growth and value towards ABB's success. Your investments in technical, sales, and infrastructure in 2022 and 2023 have greatly strengthened our collaboration and helped us achieve our mutual goals. Your continued dedication to improving and enhancing our partnership has been exemplary, and we deeply appreciate your unwavering support."*





# WAM MAROC IN THE HEART OF NORTH AFRICA

*Casablanca, Morocco, January 2024*



The WAM Maroc team

Before 2010, WAMGROUP® equipment entered the Moroccan market through various channels. The products were of high quality, but their prices were inflated due to multiple intermediaries, and after-sales service left much to be desired.

In 2010, recognising the potential in the Moroccan market and the surrounding region, WAMGROUP®'s internationalisation strategy led to the establishment of WAM Maroc, a subsidiary focused on providing reliable service and competitive prices to

the construction industry.

With WAMGROUP®'s sector diversification strategy, WAM Maroc expanded its reach beyond construction to cater to industries such as mining, chemicals, feed and food, and wastewater treatment. This diversification allowed the subsidiary to broaden its customer base and partnerships to serve Morocco and its neighbouring regions.

Morocco's strategic location as a gateway to Africa, combined with WAM Maroc's customer-focused

approach and dynamic sales force, became significant assets. The subsidiary's commitment to excellence was recognised with ISO 9001 certification, a milestone that paved the way for new business opportunities.

Today, WAM Maroc aims to become a leading company in the North African region, poised to capitalise on the country's substantial infrastructure projects, the thriving water treatment sector, and the booming mining industry.

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## MODENA GOES HOLLYWOOD

*Modena, Italy, June 2023*



From the motion picture FERRARI

Today, people across the globe associate Modena with the name Enzo Ferrari. It was inevitable that Hollywood would eventually focus on the story of the iconic car manufacturer. In early summer 2023, that moment arrived, as much of the city's historic centre was transformed into a film set, with many locals par-

ticipating as extras. WAMGROUP® made a modest contribution by hosting a few scenes featuring Penelope Cruz in the role of Ferrari's wife at Palazzo Boschetti, the former branch of Banca d'Italia, now owned by the company.

Alberto Regattieri of WAMGROUP®



had the chance to be a fly on the wall during the shoot and even snapped a souvenir photo with Ms Cruz's stand-in.

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## FAT AND GREASE EXTRACTION IN SAFI WWTP

*Safi, Morocco, since spring 2023*

Since 1972, R.A.D.E.E.S. has been responsible for managing the electricity and drinking water supply in the city of Safi, located on Morocco's Atlantic coast. This organisation has played a crucial role in providing essential utilities to the city's residents.

In 2023, the city's wastewater treatment plant saw a significant upgrade with the installation of two shaftless SSX-type screw conveyors. These conveyors, supplied by WAM Maroc through SNCE from Rabat, the capital of Morocco, are designed to transfer fats extracted from wastewater.

This process is part of oil separation in wastewater treatment, where grease and other fats need to be removed to maintain system efficiency. The shaftless screw conveyors eliminate

the need for traditional grease pumps, which are prone to clogging and require frequent maintenance.

By efficiently handling the extracted fats, these units ensure smooth operation of the wastewater treatment plant.

The use of WAMGROUP® technology has led to a more eco-friendly and effective approach to managing wastewater fats. This advancement not only improves the treatment process but also contributes to the city's broader sustainability efforts.

The result of the solution provided by WAM Maroc is a more reliable and environmentally friendly system for the inhabitants of Safi.

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SSX-type shaftless screw conveyor



# WASTEWATER TREATMENT MADE EASY

## *Sidi Bennour, Casablanca-Settat Region, Morocco, 2020 - 2023*

**R**ADEEJ, established in January 1971, began as a distributor of water and electricity in El Jadida, a city located 100 km west of Casablanca. A few years later, the company expanded its activities to include the distribution and production of water at other locations, including Sidi Bennour, 70 kilometres inland and south of El Jadida, which is best known as the site of Morocco's biggest livestock market and largest sugar refinery.

In 2020, WAM Maroc, through SOTRADEMA from Agadir, supplied two WASTEMASTER® TSF3 M30 Compact Pretreatment Plants by SAVECO® to the sewage treatment works in Sidi Bennour. These two units have a combined capacity

of over 600 m<sup>3</sup>/h. WAM Maroc selected this solution for wastewater treatment because it includes screening, grit removal, and degreasing, avoiding the need for extensive civil engineering work typically required for constructing traditional oil and grit removal basins and screening channels. The WASTEMASTER® TSF systems cover all three critical stages of wastewater pre-treatment and at the same time reduce the susceptibility to congestion that



often occurs in municipal wastewater treatment plants with solid concrete structures.

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# FROM THE ATLANTIC TO THE MEDITERRANEAN

## *Berkane, Morocco, since 2023*



Moroccan-Algerian frontier, and Oujda Province to the east. In 2021, WAM Maroc, again in collaboration with SOTRADEMA of Agadir, secured a contract to supply two TSF3 M20 Compact Mechanical Pretreatment Plants to Office National d'Électricité et d'Eau Potable for the

a combined capacity of over 430 m<sup>3</sup>/h. WASTEMASTER® Compact Pretreatment Plants offer significant advantages over traditional installations that require civil engineering.

These compact systems require less space, leading to lower construction costs and reduced site disruption. Moreover, their modular design provides flexible placement and easier scalability. WASTEMASTER® Compact Plants also feature advanced technology for efficient screening, grit removal, and degreasing, resulting in higher operational efficiency and lower maintenance requirements. Additionally, these plants are easier to install and maintain, offering significant time savings and reducing overall project timelines for municipal and industrial wastewater treatment.

**B**erkane is a city in northeastern Morocco, bordered by the Mediterranean Sea to the north, the Kis River along the

municipal wastewater treatment plant in Berkane. The two compact units, installed at the wastewater treatment plant in Berkane, have

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## A THANK-YOU FROM THE GREEN ELEPHANT

*Meknes, Morocco, Spring 2022*



The **Éléphant Vert Group (EV)** was established in 2012 with a vision to create and promote a sustainable and inclusive agricultural model. Initially, EV focused on providing a natural solution against

locust and grasshopper invasions in Africa through its product Novacrid. Subsequently, EV expanded its expertise to specialise in biostimulants and biocontrol. Today, EV manufactures biofertilisers, biopesticides, and biostimulants, and operates an agronomic laboratory at its facility in Meknes, one of Morocco's four imperial cities and the sixth-largest city in the kingdom, located in north-central Morocco.

The biopesticide unit at EV is designed to produce living organisms for biological pest control in agricultural crops. The production process involves cultivating fungi that help protect crops such as cereals and vegetables from specific insect pests. These fungi are harvested at a stage where they produce microscopic spores, measuring between 1

and 5 µm, which are used to combat insects. To harvest the spores, EV has set up an extraction room where the fungi are ground and then processed through cyclones. During this procedure, the spores are separated from the waste material. A standalone **WAMAIR® Dust Collector** is used to dedust the waste, ensuring a clean and efficient production process. This dust collector has operated to the complete satisfaction of the customer, contributing to EV's goal of sustainable and effective agricultural practices.

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## SMART QUOTATION & ORDER MANAGEMENT

*Ponte Motta, Italy, Spring 2024*



System designed to streamline sales and production processes. This innovative configurator encompasses the entire **WAMGROUP®** product range, providing users with instant access to prices and product options. Qmate's scope has been extended to all subsidiaries, with India, Brazil, and the U.S. set to join soon.

A key feature of Qmate is its ability to automatically generate 3D images, which enhances product visualisation. It communicates directly with the company's SAP ERP

system eliminating the need for a human focal point. This seamless integration allows for real-time production scheduling. Qmate's intuitive interface comes with a tutorial, making it user-friendly for training and ensuring a smooth adoption across the organisation. Qmate represents a significant progress in order management, bringing considerable benefits for the Group's future operations. Smooth communication with ERP and real-time production planning improve efficiency and reduce manual labour. This integration not only speeds up response times to customer orders, but also promotes better coordination among the Group's subsidiaries.

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**W**AMGROUP® has developed Qmate, a robust Quotation & Order Management



# PAVING THE WAY WITH WAM MAROC

*Safi, Morocco, Winter 2023 - 2024*



Heavy-duty CAP-type trough screw conveyors

For over 60 years, Compagnie Marocaine de Plâtre et d'Enduit (CMPE) has been the leading producer and top exporter of building materials in the Kingdom of Morocco, distributing to African, European, and Asian countries. In 2002, the German Knauf Group, a global leader in the plaster industry, became a shareholder of CMPE.

CMPE has invested in new machinery and equipment for its production plant in Safi, a city on the Atlantic coast, to modernise its plaster and coating production lines. To upgrade the material handling system, CMPE awarded a contract to EQUELMAR, an industrial engineering and design office from Casablanca. The contract involved the installation of various WAMGROUP® equipment, including trough screw conveyors, bucket elevators, as well as venting filters and dust collectors.

CMPE aimed to replace their outdated artisanal screw conveying systems with industrial-grade equipment to increase production capacity while providing flexibility across their processing and packaging lines. The WAM® screw conveyors were installed in a cascade arrangement to prevent blockages when handling challenging materials. This setup allows CMPE to swiftly switch between products and package multiple SKUs while maintaining additional capacity.

With 17 screw conveyors installed, CMPE increased

its production capacity from 15 to 40 t/h, effectively meeting their capacity goals. This upgrade led to a significant boost in revenue, improved profitability, and a quick return on investment.

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# CLAUDIO VACCARI (\* 26<sup>th</sup> November 1974 † 27<sup>th</sup> February 2024)



Claudio Vaccari, who became a part of WAMGROUP® in April 2019 after previously serving as an external consultant,

was deeply committed to the company's ambitious circular economy project aimed at the reuse of concrete. As a concrete manufacturing and recycling expert, he was a driving force for innovation and a pioneer in the attempt of transforming the construction industry. His relentless dedication to this cause was evident in all his efforts, and he showed unwavering commitment. Pietro Merlini, a consultant lawyer specialising in circular economy and environmental law, and Claudio's collaborator on WAMGROUP®'s sustainability project, fondly recalls:

*"Claudio was nothing short of extraordinary. I will miss him not only as a professional but also as a friend and motivator. Along with his great compassion, he had a genuine concern for our planet. I remember him calling me and stressing the urgency of taking action, while many were content to just talk about sustainability. Claudio inspired me with his*



*enthusiasm for innovative ideas, even if I couldn't always keep pace with his ambitious goals. Personally, I'd love to see the many initiatives we discussed come to fruition—it would be our way of honouring his memory."*



## NEXT ISSUE PREVIEW



A vast country with breathtaking nature, friendly and cheerful people, but also a country with major economic challenges: that is Argentina.

Once one of the richest countries in the world in terms of per capita domestic product, Argentina is now struggling with a high inflation rate. Rich in energy resources, raw materials and industrial production, however, there is great potential for WAMGROUP® products in a variety of sectors. Find out more about WAM Argentina in the next issue of our Newsletter.

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