

## **SEGULA Technologies opens a centre of excellence for automotive engineering in Agadir**

- *Providing clients with high-end services, the new centre of excellence that SEGULA Technologies is opening in Agadir (Morocco) is designed to respond to the growing needs of the local automotive market.*
- *This new centre is expected to employ 300 people by the end of 2020 and 2,000 by 2025.*

**Paris, 25 September 2019** – SEGULA Technologies, the global engineering group, is increasing its operations in Morocco by opening a centre of excellence in Agadir mainly devoted to automotive engineering.

The aim of this new centre is to respond to the growing needs of the local automotive market and also to offer a nearshore platform of excellence for all of the Group's activities in order to boost its competitiveness.

Its recognised expertise and competences across the whole automotive value chain mean the Group is able to support its clients (big vehicle and components manufacturers) from design to mass production via tests and validation.

### **A centre of excellence at the forefront of technology**

The new offices of 1,500 square metres, set on two floors, can accommodate up to 300 people and will allow fully confidential collaboration with different clients as the premises are segmented into dedicated working zones.

There will be teams dedicated to Research and Innovation, a clear indication of how highly SEGULA values innovation. This new centre will have all the necessary infrastructure and competences to work on the key automotive challenges such as electric and hybrid cars, driverless vehicles and the digital transformation of factories, another area where SEGULA particularly stands out with its competences in augmented reality, artificial intelligence and additive manufacturing.

### **Objective: 300 full-time employees by the end of 2020**

Agadir's automotive centre of excellence is set to begin operations from October and will employ up to 75 people by December 2019. Recruitment will then actively continue as the new office is expected to employ 300 full-time engineers and technicians by the end of 2020. Engineers in product design, mechanics, electronics, electromechanics, calculation and industrialisation, as well as design and testing technicians are some of the most in-demand profiles.

In order to recruit the best talents, SEGULA Technologies has already signed partnerships with two major local engineering schools, l'École Nationale des Sciences Appliquées (ENSA) and l'École Polytechnique d'Agadir.

The training opportunities provided by the Group mean its employees can benefit from training from international experts and quickly increase their competences throughout their career.

### **Strong local roots**

Morocco is a pioneer of the automotive industry in Africa and aims to produce one million vehicles by 2022. The presence in the country of global players in the world of construction and equipment for cars boosts its automotive ecosystem and makes it a favourable environment for developing the engineering services offered by SEGULA.

*"This centre opening shows SEGULA's will for long-term involvement in the heart of Morocco's automotive industry. Thanks to its competences which are recognised across the whole automotive chain, its capacity for innovation and its local geographic footprint, the Group has all the assets to strengthen its position as a favoured partner in the sector,"* stated Mikael Busbib, Director of Segula Technologies in Morocco.

SEGULA Technologies' wish to develop its activities in Morocco is nothing new. Since 2004 the Group has supported major players in the automotive and aerospace industry through six centres in the cities of Casablanca, Tangier and Kenitra.

In the medium term, the centre of excellence in Agadir aims to capitalise on its experience in the automotive sector in order to diversify its activities in other sectors such as aerospace, rail and energy where the SEGULA Group already has a lot of expertise.

### **About SEGULA Technologies**

*SEGULA Technologies is a global engineering group, helping boost competitiveness within all of the major industrial sectors: automotive, aerospace, energy, rail, naval, pharmaceutical and oil & gas. Implanted in more than 30 countries and with 140 offices worldwide the Group fosters a close relationship with its customers thanks to the expertise of its 12,000 collaborators. Engineering specialist placing innovation at the heart of its strategy, SEGULA Technologies leads very important projects, from studies to industrialisation and production.*

*For more information: [www.segulatechnologies.com](http://www.segulatechnologies.com)*

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### **Press contact**

**SEGULA Technologies**

[Emilie.dubos@segula.fr](mailto:Emilie.dubos@segula.fr)

01 41 39 47 22