INVESTMENT OPPORTUNITY

Investment Opportunity(1017)

Project for a Domestic and Commercial Refrigerators and Cooling Appliances Manufacturing Plant

Project Overview

The Ministry of Investment hereby presents an investment opportunity for the establishment of an integrated manufacturing plant to produce modern refrigerators and cooling appliances, aimed at localizing the domestic electrical appliances industry and meeting the growing demand in the domestic and regional markets. The project targets the production of domestic and commercial refrigerators, as well as industrial freezers, in accordance with international specifications. The project contributes to reducing imports, enhancing local industrial content, creating high-quality employment opportunities, and supporting non-oil exports.

Project Site

- **Location:** Benghazi Industrial City – East Libya.
- **Type of Activity:** Electrical and electromechanical industries.
- **Nature of the Project:** Strategic industrial project.

Target Markets

- The Libyan market.
- Retail and domestic appliances sectors.
- Residential and urban projects.
- Hotels, restaurants, and commercial centers.
- Hospitals and government institutions.
- North African markets.
- African Sahel markets.

Land Area Requirements

Item	Area
Total Area	30,000 – 50,000 m^2
Manufacturing and Production Zone	15,000 – 25,000 m^2
Storage Facilities and Logistics	8,000 – 12,000 m^2
Future Expansions and Ancillary Utilities	Remainder

Estimated Investment Cost

Item	Value in USD
Infrastructure and Civil Works	8 – 12 Million
Production and Assembly Lines	18 – 28 Million
Laboratories and Quality Systems	2 – 5 Million
Storage Facilities and Logistics	3 – 5 Million
Operational and Startup Capital	6 – 10 Million
Total Investment	37 – 60 Million USD

Project Components

- Domestic refrigerator manufacturing and assembly lines.
- Commercial refrigerator production lines.
- Industrial refrigerator and freezer manufacturing lines.
- Metal structure fabrication and thermal insulation units.
- Compressor and electrical component assembly lines.
- Quality and energy efficiency testing laboratories.
- Packaging and wrapping systems.
- Raw material and finished product warehouses.
- Administrative and service buildings.
- Industrial safety and security system.

Core Products

- Domestic refrigerators of various sizes.
- Commercial refrigerators for shops and markets.
- Industrial coolers.
- Upright and chest freezers.
- Specialized cooling appliances for hotels and restaurants.
- Commercial display refrigerators.
- Energy-efficient cooling appliances.

Product Applications

- Domestic uses.
- Commercial centers and markets.
- Restaurants and hotels.
- Hospitals and laboratories.
- Food industries, cold storage, and product preservation.

Estimated Production Capacity

- Production of 250,000 – 400,000 units annually.
- Production of 20,000 – 40,000 commercial and industrial cooling units annually.
- Potential for future expansion by 50%.

Financial Indicators

Indicator	Value
Anticipated Annual Revenues	60 – 100 Million USD
Annual Net Profit	10 – 20 Million USD
Return on Investment (ROI)	18% – 28%
Payback Period	4 – 6 Years
Operating Profit Margin	18% – 25%

Competitive Advantages

- Growing domestic and regional demand for cooling appliances.
- Reduction of reliance on external imports.
- Proximity of the project to ports and transport networks.
- Low operating costs compared to competing markets.
- Capability to supply major residential and commercial projects.
- Capability to export to North African and African Sahel markets.
- Benefiting from the rapid growth in the domestic appliances sector.

Employment Opportunities

- Direct jobs 220 – 400 jobs.
- Indirect jobs 800 – 1,500 jobs.
- Jobs during the construction phase 300 – 500 jobs.

Available Contractual Models

The Ministry of Investment provides investors with the option to contract under one of the following models

- Direct investment.
- Partnership with the Libyan private sector.
- Partnership with the public sector.
- Joint Venture.
- Public-Private Partnership (PPP).
- Build-Operate-Transfer (BOT).
- Build-Own-Operate (BOO).
- Management and operation contracts.

Investment Incentives and Advantages

The project shall enjoy the privileges and exemptions prescribed pursuant to the Investment Promotion Law No. 9 of 2010, most notably

- Exemption from customs duties on equipment, machinery, and production lines.
- Tax exemptions prescribed for investment projects.
- Facilitation of industrial land allocation.
- Freedom to transfer profits and capital in accordance with legislation in force.
- Facilitation of government licensing and approval procedures.
- Benefit from incentives granted to industrial projects related to energy efficiency and local manufacturing.

Technical and Economic Study Preparation Services

Should the investor wish to obtain an integrated technical, economic, and financial feasibility study for the project in accordance with approved international standards, specialized consulting offices capable of preparing the final studies for the project are available through the Ministry of Investment and its partners. The cost for preparing the final study amounts to 1.5% of the total investment value of the project.

Invitation to Invest

The Ministry of Investment hereby invites domestic and international investors, as well as specialized companies within the domestic electrical appliances, cooling systems, and industrial manufacturing sector, to participate in this promising industrial project, which contributes to localizing the electrical appliances industry, enhancing local industrial content, meeting national market demands, supporting national economic diversification, and increasing non-oil exports.

MINISTRY OF INVESTMENTMINISTRY OF INVESTMENT -*State of Libya*