INVESTMENT OPPORTUNITY

Investment Opportunity(1018)

Integrated Project for an Ovens and Cooking 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 ovens and cooking appliances, aimed at localizing the domestic appliances industry and meeting the requirements of both the domestic and regional markets. The project targets the production of domestic, commercial, and industrial ovens 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.
- Domestic appliances sector.
- Residential and urban projects.
- Restaurants and hotels.
- Bakeries and central kitchens.
- Government institutions.
- North African markets.
- African Sahel markets.

Land Area Requirements

Item	Area
Total Area	25,000 – 40,000 m^2
Manufacturing and Production Zone	12,000 – 20,000 m^2
Storage Facilities and Logistics	6,000 – 10,000 m^2
Future Expansions and Ancillary Utilities	Remainder

Estimated Investment Cost

Item	Value in USD
Infrastructure and Civil Works	6 – 10 Million
Production and Assembly Lines	15 – 25 Million
Laboratories and Quality Systems	2 – 4 Million
Storage Facilities and Logistics	2 – 4 Million
Operational and Startup Capital	5 – 8 Million
Total Investment	30 – 51 Million USD

Project Components

- Domestic oven manufacturing and assembly lines.
- Electric and gas oven production lines.
- Commercial and industrial oven manufacturing lines.
- Metal structure fabrication and thermal insulation units.
- Electrical and electronic system assembly lines.
- Quality and safety testing laboratories.
- Packaging and wrapping systems.
- Raw material and finished product warehouses.
- Administrative and service buildings.
- Industrial safety and security system.

Core Products

- Domestic electric ovens.
- Domestic gas ovens.
- Modern built-in ovens.
- Restaurant and hotel ovens.
- Bakery and pastry ovens.
- Industrial ovens.
- Multi-functional cooking appliances.

Product Applications

- Domestic uses.
- Restaurants and hotels.
- Bakeries and food factories.
- Central kitchens and commercial facilities.
- Government and educational institutions.

Estimated Production Capacity

- Production of 180,000 – 300,000 ovens annually.
- Production of 15,000 – 25,000 commercial and industrial units annually.
- Potential for future expansion by 50%.

Financial Indicators

Indicator	Value
Anticipated Annual Revenues	50 – 90 Million USD
Annual Net Profit	8 – 18 Million USD
Return on Investment (ROI)	17% – 26%
Payback Period	4 – 6 Years
Operating Profit Margin	18% – 25%

Competitive Advantages

- Demand growth for domestic appliances in domestic and regional markets.
- Low operating costs compared to competing markets.
- Proximity of the project to ports and transport networks.
- Reduction of reliance on imports.
- Capability to supply major residential and commercial projects.
- Promising export opportunities to North African and African Sahel markets.
- Capability to develop energy-efficient products in accordance with modern standards.

Employment Opportunities

- Direct jobs 200 – 350 jobs.
- Indirect jobs 700 – 1,300 jobs.
- Jobs during the construction phase 250 – 450 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 local manufacturing and technology transfer.

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 appliances, electrical, and electromechanical industries sector, to participate in this promising industrial project, which contributes to localizing the domestic 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*