



Precision  
Agriculture

FOR IMMEDIATE RELEASE

## Orbia's Precision Agriculture Business Netafim Opens First Manufacturing Plant in Morocco to Boost Sustainable Agriculture in Key African Agribusiness Hub

**TEL AVIV, ISRAEL and KENITRA MOROCCO, March 2, 2023**– Netafim, an Orbia business and a global leader in precision agriculture solutions, announced today the opening of its first manufacturing plant in North Africa to enhance the successful implementation of precision irrigation in Morocco and strengthen the country's agricultural sector. Investment in this plant illustrates the company's long-standing commitment to helping countries in the region achieve food security and combat climate change.

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. Morocco'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 country's "Green Morocco" and "Green Generation 2020-2030" plans, to support and modernize the agricultural sector.

While Morocco is a developed agricultural market, the climate poses serious challenges to farming. A devastating drought in 2022 led the [United Nations](#) to warn that water shortages will cost the region up to 14% of its GDP by 2050: the largest estimated loss to GDP due to water scarcity in the world. Netafim's precision irrigation technologies are ideal for use in arid conditions, maximizing yields while conserving resources. Investment in this new plant contributes to Orbia's purpose to advance life around the world through scaling clean, smart and efficient solutions that benefit people and the planet.

"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 "Green Morocco" and "Green Generation" plans championed by the government to realize the potential of Morocco's diverse and rich natural landscape and climate. Netafim's sustainable farming practices will help the Moroccan people and the wider region achieve prosperity and agricultural resilience," said Gaby Miodownik, Executive Vice President and President of Orbia's Precision Agriculture business (Netafim).

"Netafim'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," said Gal Yarden, Senior Vice President of Netafim's EMEA division.

The manufacturing plant will officially open on March 2, 2023 in the Kenitra region of Morocco. The opening is expected to create 200 jobs.

## About Orbia

Orbia is a company driven by a shared purpose: to advance life around the world. Orbia operates in the Polymer Solutions (Vestolit and Alphagary), Building and Infrastructure (Wavin), Precision Agriculture (Netafim), Connectivity Solutions (Dura-Line) and Fluorinated Solutions (Koura) sectors. The five Orbia business groups have a collective focus on expanding access to health and wellness, reinventing the future of cities and homes, ensuring food and water security, connecting communities to information and accelerating a circular economy with basic and advanced materials, specialty products and innovative solutions. Orbia has a global team of over 23,000 employees, commercial activities in more than 110 countries and operations in over 50, with global headquarters in Boston, Mexico City, Amsterdam and Tel Aviv. The company generated \$9.6 billion in revenue in 2022. To learn more, visit: [orbia.com](https://orbia.com).

## About Orbia Precision Agriculture (Netafim)

Orbia's Precision Agriculture business Netafim is the world's largest irrigation company and a global leader in precision agriculture solutions developed to solve for food, water and land scarcity and accelerate a sustainable future. Founded in 1965, Netafim introduced the drip revolution, creating a paradigm shift toward precision irrigation. Today, Netafim specializes in end-to-end solutions from the water source to the root zone and delivers irrigation and greenhouse projects as well as landscape and mining irrigation solutions supported by engineering, project management and financing services. Netafim is also pioneering in digital farming, irrigation and fertigation, integrating real-time monitoring, analysis and automated control into its state-of-the-art system. With 33 subsidiaries, 19 manufacturing plants, two recycling plants and more than 5,000 employees worldwide, Netafim supports millions of farmers, from smallholders to large-scale agricultural producers and investors across over 110 countries, to grow more with less™.

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