

Project #312: Production unit of natural fragrance



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Project description



Fragrance production unit based on MAP resources, mainly for food production, to strengthen the market currently headed by global giants

Branch

Agri-food

Sub-branch

Food flavouring industry



Financial indicators (indicative)

Potential investment

50 – 70 Mns MAD

Potential turnover

~220 – 260 Mns MAD

EBITDA² (in % of turnover)

~15 – 25%

Jobs

500 direct jobs



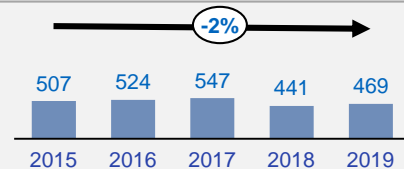
Key facts

- The market is dominated by global leaders due to the technicality in the production of chemical fragrances. Nevertheless, Morocco has an important deposit of aromatic and medicinal plants representing a strong potential to produce flavors and natural fragrances.

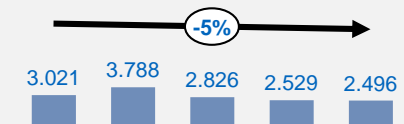


Market growth and size

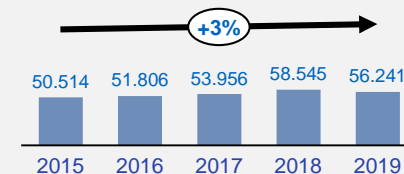
Morocco Imports³ (Mns MAD)



CEDEAO Imports³ (Mns MAD)



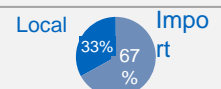
Europe Imports³ (Mns MAD)



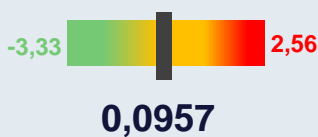
Morocco's main import countries



Local vs. Import



Product Complexity¹



Examples of plants

- ✓ Rosemary, Borneol thyme, Mint, Myrtle, Geranium, Lavandin, Pistachio, Lemon verbena...



Main investment benefits

Grants

- ▶ Industrial Development and Investment Fund
- ▶ Istitmar SME Program or VSE, subject to the turnover

Potential land

- ▶ Agropole of Meknès
- ▶ Agropole of Berkane
- ▶ Agropole of Beni Mellal
- ▶ Agropole of Agadir

Training assistance

- ▶ « IDMAJ » Program
- ▶ « TAEHIL » Program

Financing

- ▶ SME Mezzanine
- ▶ Green Invest

1. Product Complexity Index: the diversity and sophistication of the productive know-how required to produce a product. Products with high PCI value (the most complex products that only a few countries can produce) include electronics and chemicals. Products with a low PCI value (the least complex product that nearly all countries can produce) include raw materials and simple agricultural products.

2. Earnings before interest, taxes, depreciation and amortization

3. Source : Office des changes, TradeMap