

# Project #313: Production unit for natural dyes / pigments



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## Project description



Production unit of natural dyes and pigments based on MAP resources.

Products that are not very stable, that degrade rapidly and that require an additional indispensable step (drying and encapsulation) to stabilize them

## Branch

Agri-food

## Sous-filière

Food additives industry



## Financial indicators (indicative)

**Potential investment**

30 – 50 Mns MAD

**Potential turnover**

120 - 150 Mns MAD

**EBITDA<sup>2</sup> (in % of turnover)**

~15 – 25%

**Jobs**

60 – 80 direct jobs



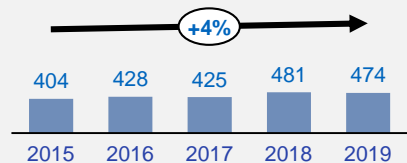
## Key facts

- The market for natural alternatives to artificial food coloring is growing rapidly
- Natural dyes represent 5 to 10% of the global dye market and are experiencing average annual growth rates of 7 to 10%.

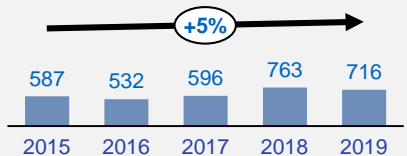


## Market growth and size

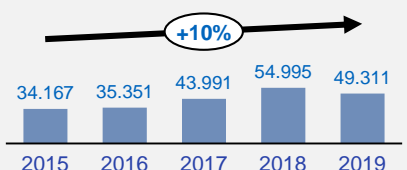
### Morocco Imports<sup>3</sup> (Mns MAD)



### CEDEAO Imports<sup>3</sup> (Mns MAD)



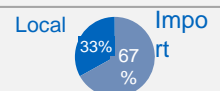
### Europe Imports<sup>3</sup> (Mns MAD)



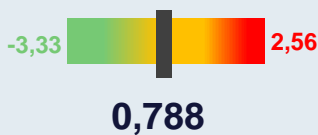
### Morocco's main import countries



### Local vs. Import



## Product Complexity<sup>1</sup>



## Examples of plants

✓ Pastel of the dyeworks, Saffron, Dyer's chamomile...



## 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