

# Project 314: Production unit for food supplements



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## Project description



Production unit for natural food and nutritional supplements with a nutritional or physiological effect, alone or in tandem



## Key facts

- Considering the important potential of Morocco in terms of medicinal aromatic plants, the strong growth of the market of food supplements in Morocco, and the existence of know-how
- There is a real opportunity to position oneself in a high value-added niche, using locally sourced inputs



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



## Examples of plants

- ✓ Rosemary, Lavender, Thyme, Basil, Chives, Mint, Sage, Aniseed virtues



## 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

## Branch

Agroalimentaire

## Sub-branch

Food supplements industry



## Financial indicators (indicative)

### Potential investment

40 – 60 Mns MAD

### Potential turnover

80 – 120 Mns MAD

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

~20 – 25%

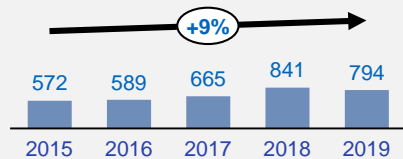
### Jobs

40 – 60 direct jobs

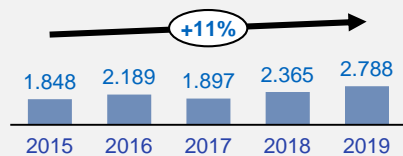


## Market growth and size

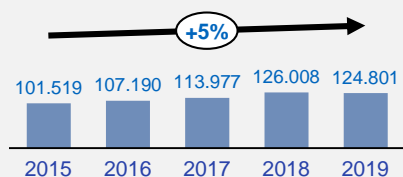
### Morocco Imports<sup>3</sup> (Mns MAD)



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



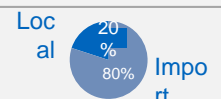
### Europe Imports<sup>3</sup> (Mns MAD)



### Morocco's main import countries



### Local vs. Import



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