

# Project #316: Production unit for carob pulp powder



**Contact:** M. Youssef Lakbida

06 18 22 76 20

lakbida@mcinet.gov.ma

**Contact:** M. Hamid Baadi

06 61 07 89 48

hbaadi@mcinet.gov.ma

## Project description



Valorisation unit of 32,5 kT of carob pulp powder with high nutritional value and used in the formulation of three food products for the nutritional enrichment of bread, cakes and flakes

## Branch

Agri-food

## Sub-branch

Food additives industry



## Financial indicators (indicative)

### Potential investment

250 – 300 Mns MAD per 8 units and a total area of 4 Ha

### Potential turnover

350 – 400 Mns MAD per 8 units and a total area of 4 Ha

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

~25 – 30%

### Jobs

400 direct jobs



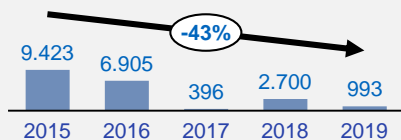
## Key facts

- The Kingdom's current exports of carob seeds are mainly in raw form
- Carob gum resulting from the grinding process of the seeds has several uses, in particular as a thickener in the food industry or in the mining or textile sectors

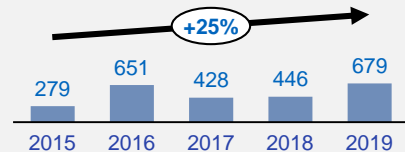


## Market growth and size

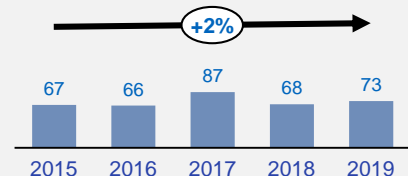
### Morocco Imports<sup>3</sup> (K MAD)



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



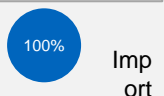
### Europe Imports<sup>3</sup> (Mns MAD)



Morocco's main import countries

Tunisia

Local vs. Import



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



## Main required products

✓ Carob



## 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

### Financement

- 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