

# Project #325: Increase in polystyrene pot manufacturing capacity



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## Project description



Production unit of polystyrene yoghurt pots based on thermoforming of polystyrene resin dairy sheet to strengthen the local fabric driven by the growth of the dairy industry

### Main clients

- Dairy industry



## Key facts

- Existence of a single local supplier to the Kingdom's dairy industry
- Domestic industry in need of capacity building to meet increasing orders in a shorter time frame
- Dairy industry needs estimated at 400 Mns MAD in 2019 with an estimated growth of ~5% by 2030



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

-3,33 2,56

0,304 0,76



## Main required products

✓ Polystyrene



## Main investment benefits

### Grants

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

### Potential land

- ▶ Agropole of Meknès
- ▶ Oujda Technopole
- ▶ Souss Massa Industrial Zone

### Training assistance

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

### Financing

- ▶ SME Mezzanine
- ▶ Tamwilkom

## Branch

Plasturgy

## Sub-branch

Packaging



## Financial indicators (indicative)

**Potential investment**

~30 – 60 Mns MAD

**Potential turnover**

100 – 150 Mns MAD

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

10% – 20%

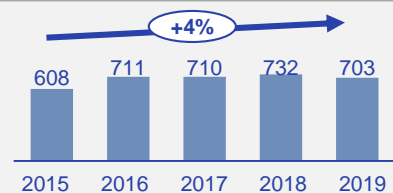
**Jobs**

20 – 60 jobs

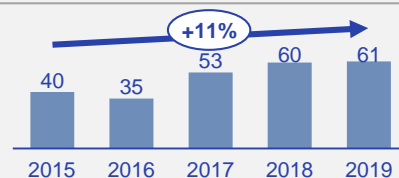


## Market growth and size

### Morocco Imports (Mns MAD) Granules de PS



### Morocco Imports (Mns MAD) Plates PS



### Morocco's main import countries



### Local vs. Import

Local

10  
0%

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