

# Project #326: Reinforcement of MixPap and MixBand manufacturing capacities



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## Project Description



Production unit for lids (MixPap) and banners (MixBand) for yogurt cups currently sourced locally

### Main clients:

- IAA (Dairy industry)



## Key facts

- Local production structured around 1 to 2 actors requiring a strengthening of the national fabric
- Quality not in line with industry needs due to the technical expertise required
- Need of the dairy industry estimated at 230 MMAD in 2019 with an estimated growth of 5% by 2030



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



## Main required products

- ✓ Polyethylene and polypropylene



## Main investment benefits

### Grants

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

### Potential land

- ▶ Lakhyayta Industrial Park
- ▶ Souss Massa Industrial
- ▶ Jorf Lasfar Industrial Park

### Training assistance

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

### Financing

- ▶ SME Mezzanine
- ▶ Tamwilkom

## Branch

Plasturgy

## Sub-branch

Packaging



## Financial indicators (indicative)

### Potential investment

~15 – 30 Mns MAD for a capacity of 4 kT per year

### Potential turnover

~50 – 100 Mns MAD

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

~10% – 15%

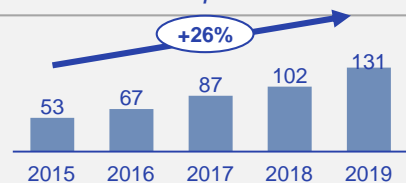
### Jobs

~40 – 60 direct jobs

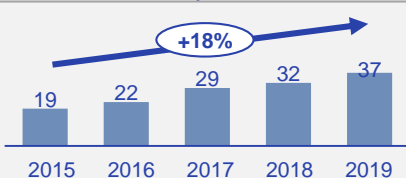


## Market growth and size

### Morocco Imports (Mns MAD) Polypropylene sheets printed



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### Morocco's main import countries



### Local vs. Import

10  
0%

Lo  
cal

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