

Project #330 : Expansion of flatbed printing and die-cutting capabilities



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Project description



Flat cardboard printing and die-cutting unit resulting in flat cardboard boxes for product packaging (e.g. sugar, fish canning cases) to strengthen the local fabric

Main clients:

Food industry, pharmaceutical industry, shoe & leather industry, others

Branch

Parachemistry

Sub-branch

Packaging



Financial indicators (indicative)

Potential investment

30 – 40 Mns MAD

Potential turnover

50 – 100 Mns MAD

EBITDA²
 (in % of turnover)

10% – 20%

Jobs

15 – 40 direct jobs



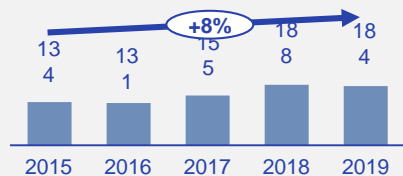
Key facts

- Need of reactivity in relation to the orders of the industrial operators (in spite of an installed capacity of 540 KT vs production of 400KT, difficulties of supply of the industrialists in paperboards in high agricultural season)
- Need to strengthen competition in the local market, improve price competitiveness and position Morocco as an African hub

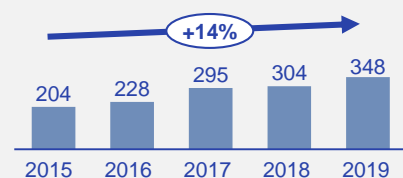


Market growth and size

Morocco Imports (Mns MAD)



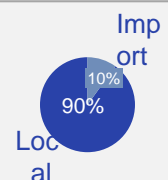
CEDEAO Imports (Mns MAD)



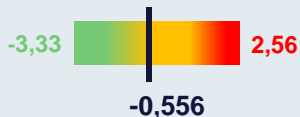
Morocco's main import countries



Local vs. Import



Product complexity¹



Main required products

✓ Flat cardboard



Main investment benefits

Grants

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

Potential land

- Souss Massa Industrial Zone
- Lakhyayta Industrial Park

Training assistance

- « IDMAJ » Program
- « TAEHIL » Program

Financing

- SME Mezzanine
- Tamwilkom

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