

# Project #331: Increase in production capacity for gable-tops



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## Project description



Production unit of gable-top food brick used for packaging refrigerated milk

**Main clients:** dairy industry, juice industry

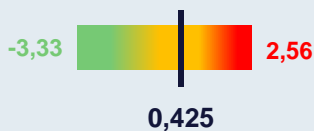


## Key facts

- Imports of 40-45% of printed bricks from Saudi Arabia (180 M MAD)
- Project with a strong national food security issue allowing to make available packaging for 1st necessity goods like milk
- Potential substitution of 40-50% of currently imported volumes by an extension of the production capacity of the local supplier Naturepak / Elopak or the attraction of a new investor



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



## Main required products

✓ Cardboard



## Main investment benefits

### Grants

- ▶ Istitmar SME Program or VSE, subject to the turnover

### Training assistance

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

### Potential land

- ▶ Souss Massa Industrial Zone
- ▶ Lakhyayta Industrial Park

### Financing

- ▶ SME Mezzanine
- ▶ Tamwilkom

## Branch

Parachemistry

## Sub-branch

Packaging



## Financial indicators (indicative)

### Potential investment

50 Mns MAD for a capacity of 20%

### Potential turnover

70 – 80 Mns MAD

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

20% – 28%

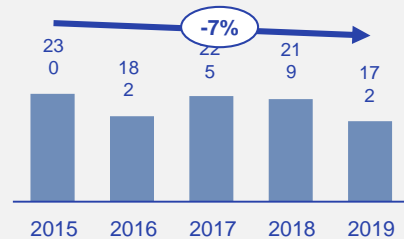
### Jobs

20 – 25 direct jobs

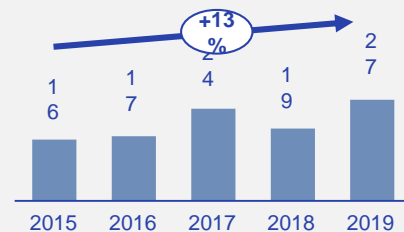


## Market growth and size

### Morocco Export (Mns MAD)



### Europe Imports (Mns MAD)



### Morocco's main import countries



Saudi Arabia

### Local vs. Import

Import

100%

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