

# Project #305: Production unit of flavors and emulsions



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## Project Description



Production unit of flavors and emulsions mainly for the food industry in order to strengthen the national market currently dominated by global leaders

### Main clients:

- Food industry
- Pharmaceutical...

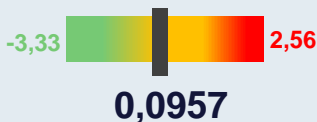


## Key Facts

- Few national companies are present in the flavor production business due to the high technical level required
- Potential of valorization of flavors based on the deposit of aromatic and medicinal plants in Morocco



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



## Main required products

- ✓ Fruits, aromatic plants,...



## 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

### Financing

- ▶ SME Mezzanine
- ▶ Green Invest

## Branch

Agri-food

## Sub-branch

Flavour and emulsion industry



## Financial indicators (indicative)

**Potential Investment**

~100 – 200 Mns MAD

**Potential turnover**

~200 – 250 Mns MAD

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

~10% – 15%

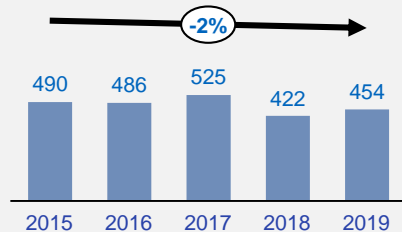
**Jobs**

~100 – 150 direct jobs

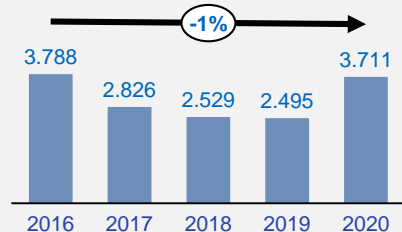


## Market growth and size

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



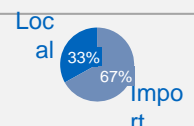
### CEDEAO Imports<sup>3</sup> (Mns MAD)



### Morocco's main import countries



### Local vs. Import



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