

Project #332 : Manufacture of unprinted cardboard



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Project description



Manufacturing unit for unprinted cardboard used for the production of packaging (i.e.: free size boxes/crates)

Main customers: Cardboard manufacturing industry, Agri-food industry, Pharmacy,

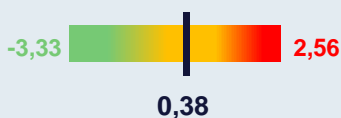


Key facts

- Strong need for upstream integration and independence from international suppliers and price fluctuations
- Project within a Hub Export Africa logic



Product complexity¹



Main required products

✓ Flat 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

400 – 500 Mns MAD

Potential turnover

600 - 700 Mns MAD

EBITDA²
(In % of turnover)

17% – 24%

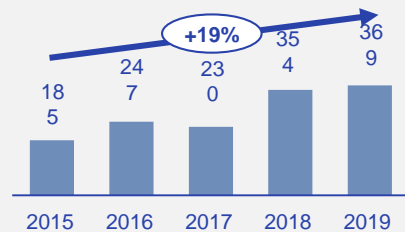
Jobs

300 – 400 direct jobs

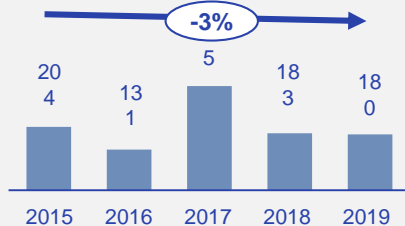


Market growth and size

Maroc Imports (Mns MAD)



CEDEAO Imports (Mns MAD)



Morocco's main export 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