

# Project #334 : Manufacturing of aseptic bricks / boxes



**Contact:** M. MGHIZLAT IDRISSI Abdelali  
**Division:** industrial processes



06 67 98 58 38



amghizlat@mcinet.gov.ma

## Project description



Manufacturing unit of boxes made of cardboard (74%), polyethylene plastic (20%) and aluminum (4%) and used for packaging milk and juice to be kept in the air

### Main clients:

- Dairy industry, Juice industry

## Branch

Parachemistry

## Sub-branch

Packaging



## Financial indicators (indicative)

### Potential investment

250 - 300 Mns MAD for ~3 billions units

### Potential turnover

~400 Mns MAD

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

20% – 28%

### Jobs

50 - 60 direct jobs

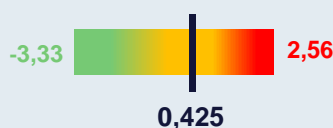


## Key facts

- Import of 100% of the aseptic bricks due to its high technological complexity with the need to achieve significant scale effects
- Import of aseptic bricks from Turkey (Tetrapack establishment in Turkey) estimated at ~216 Mns MAD in 2019, Serbia and Hungary



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



## Main required products

- ✓ Cardboard
- ✓ Polyethylene
- ✓ Aluminium



## 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

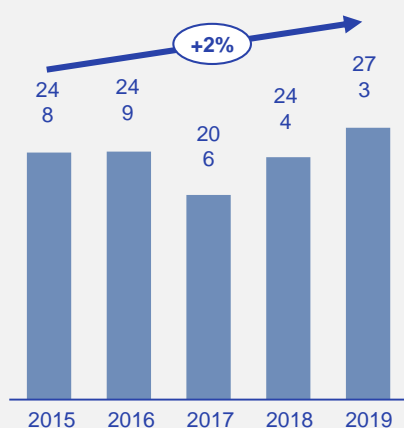
### Financing

- ▶ SME Mezzanine
- ▶ Tamwilkom



## Market growth and size

### Morocco Imports (Mns MAD)



### Morocco's main import countries



Turkey

### Local vs. Import

10  
0%

Imp  
ort

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