

Project #339:

Manufacturing of production lines for the food industry



Contact: M. El Housni Lhoussaine

Division: Mechanical, metallurgical and building materials industry



06 68 28 09 15



lelhousni@mcinet.gov.ma

Project description



Manufacturing unit of the parts of production line of the food-processing industries in order to substitute the imports of similar countries in Morocco in particular on other products than the products of marks

Main clients:

- Food industry, other sectors...

Branch

IMM

Sub-branch

Machines



Financial indicators (indicative)

Potential investment

50 – 60 Mns MAD

Potential investment

~100 Mns MAD

EBITDA²
(in % of turnover)

15% – 25%

Jobs

80 - 100 direct jobs

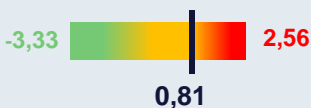


Key facts

- Potential substitution of production line materials from countries similar to Morocco (i.e. Turkey, India) of 200 Mns MAD
- Potential substitution of materials for production lines imported from developed countries, particularly the European Union: Potential of 580 Mns MAD



Product Complexity¹



Main required products

- ✓ Steel
- ✓ Aluminum
- ✓ Plastic



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
- ▶ Jorf lasfer

Training assistance

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

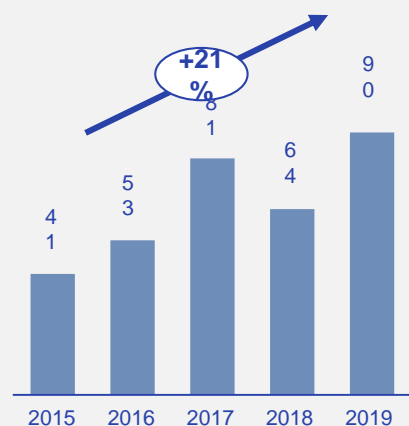
Financing

- ▶ SME Mezzanine
- ▶ Tamwilkom



Market growth and size

Imports Morocco (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