

Project #340: Manufacture of conditioning material



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 packaging machines, in particular filling machine for sauces and condiments, packaging machines for dairy products, in order to substitute imports from similar countries to Morocco, in particular for products other than branded products

Main clients: Food industry...

Branch

Mechanical and metallurgical industry

Sub-branch

Mechanics



Financial indicators (indicative)

Potential investment

10 – 20 Mns MAD

Potential turnover

~15 - 20 Mns MAD

EBITDA²
(in % of turnover)

10% – 15%

Jobs

15 – 20 direct jobs

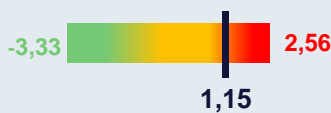


Key facts

- Potential substitution of packaging machines from countries similar to Morocco of 100 Mns MAD
- Potential substitution of packaging machines imported from developed countries, especially in Europe (Potential of 250 Mns MAD)



Product Complexity¹



Main required products

- ✓ Steel
- ✓ Aluminum
- ✓ Plastic



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
- ▶ Jorf lasfer

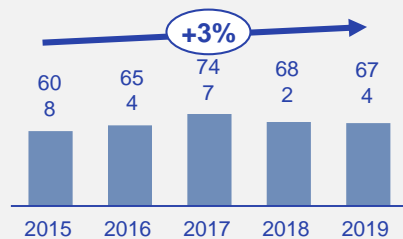
Financing

- ▶ SME Mezzanine
- ▶ Tamwilkom

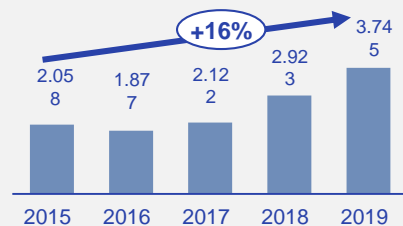


Market growth and size

Morocco Export (Mns MAD)



Europe Imports (Mns MAD)



Morocco's main export countries



Local vs. Import

Imp
ort 10
0%

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