

Project #306 : Production unit of juice concentrate



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Project Description



Strengthening the production capacity of juice concentrates, especially on fruits unavailable in Morocco, in order to improve price competitiveness and position itself on the African market

Main clients:

- Fruit and vegetable processing industry, beverage industry, dairy industry

Branch

Agri-food

Sub-branch

Processed fruits and vegetables



Financial indicators (indicative)

Potential Investment

~50 - 100 MAD per unit

Potential turnover

~60 Mns MAD per unit

EBITDA² (in % of turnover)

~15 à 20 %

Jobs

~50 jobs



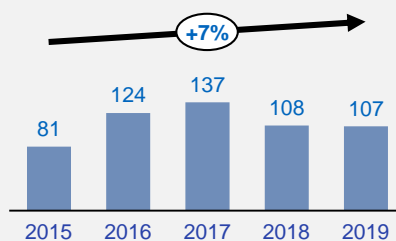
Key Facts

- Important imports of juice concentrates by the secondary processing industries
- Need to fill the national need especially for fruit juice concentrate of fruit unavailable in Morocco

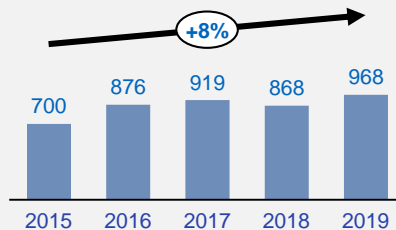


Market growth and size

Morocco Imports³ (Mns MAD)



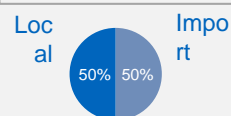
CEDEAO Imports³ (Mns MAD)



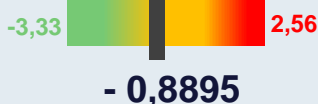
Morocco's main import countries



Local vs. Import



Product Complexity¹



Main required products

- Fruits
- Sugar
- Packaging



Main investment benefits

Grants

- Industrial Development and Investment Fund
- Istitmar SME Program or VSE, subject to the turnover

Training assistance

- « IDMAJ » Program
- « TAEHIL » Program

Potential land

- Agropole of Meknès
- Agropole of Berkane
- Agropole of Beni Mellal
- Agropole of Agadir

Financing

- SME Mezzanine
- Green Invest

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