

Project #307: Production unit of cocoa-based food products



Contact: M. Youssef Lakbida

06 18 22 76 20

lakbida@mcinet.gov.ma

Contact: M. Hamid Baadi

06 61 07 89 48

hbaadi@mcinet.gov.ma

Project description



Production unit for cocoa-based food products (bars, chocolate sticks, etc.) in order to improve access to cocoa-based products for the food processing industry (BCC and pastries, ice cream) on the national territory

Main clients: • Agri-food

Branch

Agri-food

Sub-branch

Chocolate industry



Financial indicators (indicative)

Potential investment

~50 – 100 Mns MAD

Potential turnover

~80 – 200 Mns MAD

EBITDA² (in % of turnover)

~10% – 15%

Jobs

~30 – 60 direct jobs

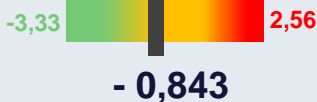


Key Facts

- The size of the national market justifies the setting up of a few units with strong potential for positioning on the West African market, countries that do not value their cocoa production in end products



Product Complexity¹



Main required products

- ✓ Cocoa
- ✓ Sugar



Main investment benefits

Grants

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

Potential land

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

Training assistance

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

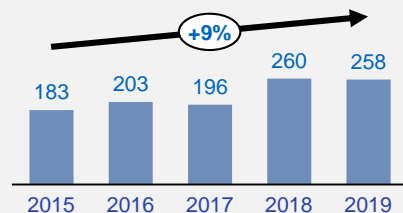
Financing

- ▶ SME Mezzanine
- ▶ Green Invest

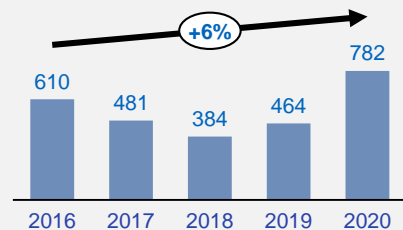


Market growth and size

Morocco Imports³ (Mns MAD)



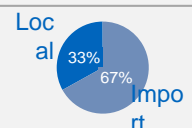
CEDEAO Imports³ (Mns MAD)



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