

Project #308: Production unit of spices, tea and other products...



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Project description



Production unit of spices, tea and other products of simple formulation of resources in aromatic and medicinal plants allowing to substitute a big part of the growing imports



Key facts

- Important potential with regard to the richness of Morocco in MAP with more than 4,200 species listed at the national level
- Attractive growth prospects expected at the global level
- Strong potential for export positioning on finished products



Product Complexity¹

-3,33 2,56



Examples of plants

- ✓ Fennel, cumin, anise, mint, verbena, rose, lavender, fenugreek, saffron



Main investment benefits

Grants

- ▶ 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

Branch

Agri-food

Sub-branch

Aromatic and medicinal plant industry



Financial indicators (indicative)

Potential investment

30 – 40 Mns MAD

Potential turnover

110 – 120 Mns MAD

EBITDA² (in % of turnover)

~10 – 20%

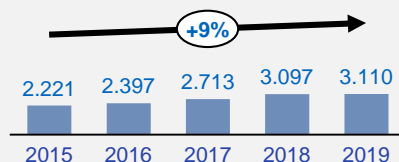
Jobs

100 - 120 direct jobs

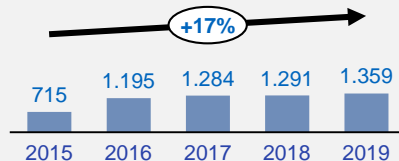


Market growth and size

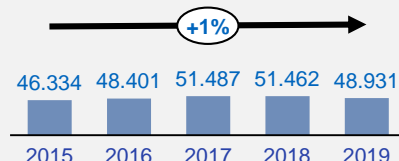
Morocco Imports³ (Mns MAD)



CEDEAO Imports³ (Mns MAD)



Europe Imports³ (Mns MAD)



Morocco's main import countries



Local vs. Import

Import 100%

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