

# Project #387 : Manufacture of plastic spectacle frames



**Contact:** Mme. Hamdi Soukaina  
**Industrial Process Division**



06 66 92 42 78



shamdi@mcinet.gov.ma

## Project description



Manufacturing unit for eyeglass frames to ensure national sovereignty in this sector which is highly dependent on imports

## Branch

Pharmaceutical Industry

## Sub-branch

Medical Devices



## Financial indicators (indicative)

**Potential investment**

~20 – 30 Mns MAD

**Potential turnover**

~80 – 100 Mns MAD

**EBITDA<sup>2</sup>**  
(in % of turnover)

~20%

**Jobs**

~70 – 100 direct jobs



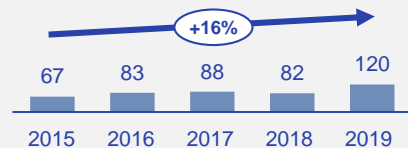
## Key facts

European imports in full growth and mainly originating from China, hence an opportunity to position itself in the export market to conquer Europe

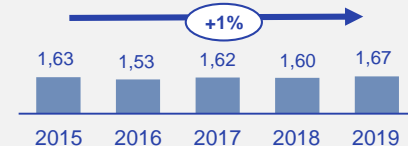


## Maker growth and size

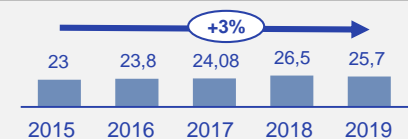
### Morocco Imports (Mns MAD)



### CEDEAO Imports (Mns MAD)



### Europe Imports (Mns MAD)



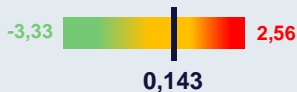
### Morocco's main import countries



China  
Italy



## Product Complexity<sup>1</sup>



## Main required products

- ✓ Plastic
- ✓ Glass



## Main investment benefits

### Grants

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

### Foncier potentiel

- ▶ Had soulaem IZ
- ▶ Tanger IZ
- ▶ Jorf Lasfer
- ▶ Agadir IZ

### Training assistance

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

### Financing

- ▶ Mezzanine PME
- ▶ Tamwilkoum

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