

# Project #311: Production unit of agar-agar



**Contact:** M. Youssef Lakkbida

**Contact:** M. Hamid Baadi



06 18 22 76 20



lakbida@mcinet.gov.ma



06 61 07 89 48



hbaadi@mcinet.gov.ma

## Project description



Agar-agar powder production unit with a capacity of 5 T/year, mainly used as stabilizer, thickener and gelling agent in the food industry

## Branch

Agri-food

## Sub-branch

Food additives and supplements industry



## Financial indicators (indicative)

**Potential investment**

2 – 5 Mns MAD

**Potential turnover**

~30 Mns MAD per 10 units

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

~10 – 15%

**Jobs**

10 – 20 direct jobs



## Key facts

- Agar-agar, a product of significant commercial importance at the national and international level for its nutritive properties
- Growth in demand supported by the upward dynamic of the food and cosmetics industries
- High potential of agar-agar export to Africa and Europe



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



## Main required products

✓ Agar-agar



## 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

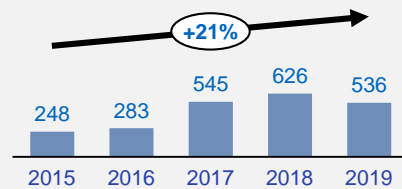
### Financing

- SME Mezzanine
- Green Invest

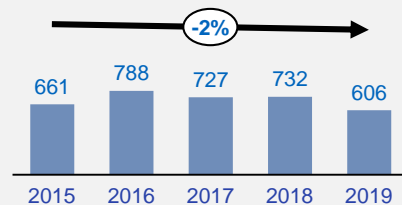


## Market growth and size

### Morocco Imports<sup>3</sup> (Mns MAD)



### Europe Imports<sup>3</sup> (Mns MAD)



### Morocco's main import countries

Japan  
United States

### Local vs. Import

Local 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