

Project #11: Frozen fish and seafood production unit



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Project description



Production of frozen fish and seafood for consumption by households or in the catering/hotel trade. Deep-freezing prolongs sanitary and organoleptic quality (texture, odor...) for several months (5 to 6 months for fatty fish), or even several years (1 to 2 years for lean fish).
 Code HS: 0303



Faits marquants

- The Kingdom's abundant fishery resources with a positive international image;
- Growing local and global demand (+7% / year by 2030 worldwide), with opportunities to develop exports to Africa and the EU;
- Opportunities to enhance product value through high value-added projects structuring the traditional production base.



Product Complexity²

Complexity Index (PCI)¹
 Harvard Economic Complexity



Main required inputs

- ✓ Fish
- ✓ Shellfish / seafood
- ✓ Packaging



Main investment benefits

Grants

- ▶ ISTITMAR program for SMEs or VSEs, depending on sales

Potential land

- ▶ IP Laayoune,
- ▶ Haliopolis Park
- ▶ Zone Tétouan Park

Training support

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

Funding

- ▶ Mezzanine
- ▶ SME Green Invest

Branch

Food industry

Sub-branch

Seafood processing



Financial indicators (estimated³)

Potential Investment

~10 - 50 Mn MAD

Potential sales

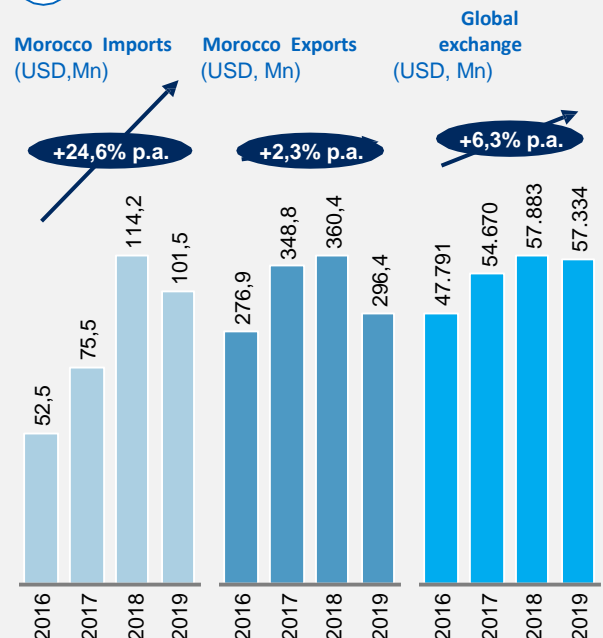
~40 - 100 Mn MAD

Potential gross margin

~20% - 30%



Market growth and size ²



1 Product Complexity Index: Diversity and sophistication of the know-how required to produce a product. The PCI is calculated according to the number of countries producing the product and the economic complexity of these countries. The most complex products, those that only a few countries can produce, have the highest PCI (e.g. electronics, chemicals) vs. the least complex products (e.g. raw materials, agricultural products).

2. Code HS : Complexité économique : 1905 / Trademap (valeurs d'exportation mondiales) : 190531, 190532

3. Estimated figures based on the perspectives of Moroccan experts and manufacturers in these sectors. Financial indicators are provided for information purposes only, and do not constitute any form of commitment or guarantee.