

Project #167: Production of pet food



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Project description



Production of compound feeds for pets.

Codes SH : 2309100000



Key facts

- Growing market reflected by significant growth in imports (+25% from 2016 to 2019)
- Development of modern pet food distribution.



Product Complexity ²

Complexity Index (PCI)¹
Harvard Economic Complexity



-0.576



Main required inputs

- ✓ Cereals
- ✓ Plant-based co-products
- ✓ Other ingredients and additives



Main investing benefits

Grants

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

Potential land

- ▶ Meknès Agropole
- ▶ Beni Mellal Agropole
- ▶ IP Had Soualem

Training support

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

Funding

- ▶ Green Invest
- ▶ Mezzanine SME

Branch

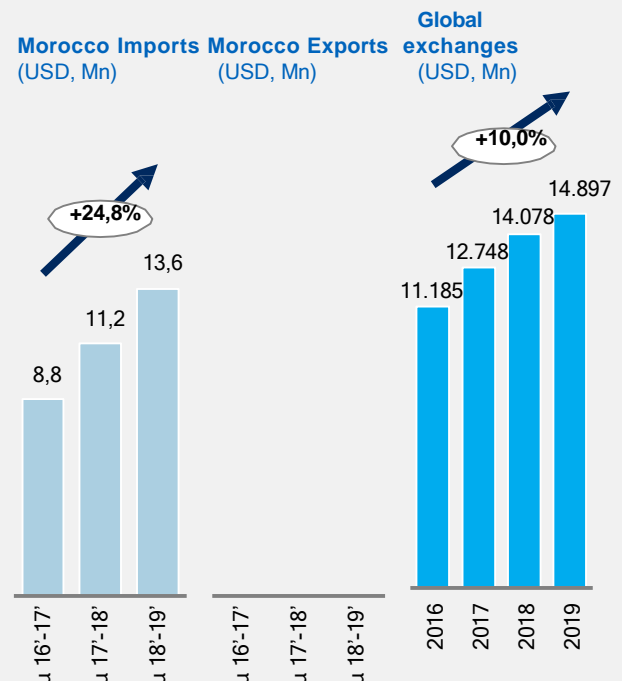
Food industry

Sub-branch

Agro- Industry



Market growth and size²



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. HS code: 'Economic complexity: 2309 / Office des Changes (Moroccan Imports & Exports) + Trademap (World export values): 2309100000

3. Estimated figures based on the perspectives of Moroccan experts and manufacturers in these sectors. The end-of-year indicators are provided purely for directional and informative purposes, and do not constitute any form of commitment or guarantee.