

Project #16: Canned olive and caper production unit



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Project description



Production of canned olives and capers. Capers are a condiment whose flavor is prized for enhancing the taste of dishes. The olives are consumed following a process of de-bittering, washing and preserving.

Code HS: 2005, 2001909011, 2001909021



Key facts

- The Kingdom is one of the world's leading producers of canned capers and olives;
- Attractive export demand, with growing demand in Europe and the USA;
- Potential for development of the domestic market with changing consumer habits.



Product Complexity²

Complexity Index (PCI)¹
Harvard Economic Complexity



Main required inputs

- ✓ Olives or capers
- ✓ Salt
- ✓ Soda or potash



Main investing benefits

Grants

- ▶ Industrial Development and Investment Fund (FDII)
- ▶ ISTITMAR program for SMEs or VSEs, depending on sales

Potential land

- ▶ Berkane Agropole
- ▶ Beni Mellal Agropole
- ▶ Meknès Agropole

Training support

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

Funding

- ▶ Mezzanine SME
- ▶ Green Invest

Branch

Food industry

Sub-branch

Fruit and vegetable processing



Financial indicators (estimated³)

Potential Investment

~10 - 20 Mn MAD

Potential sales

~60 - 65 Mn MAD

Potential gross margin

~20% - 25%

Average ROI

~4 - 5 years

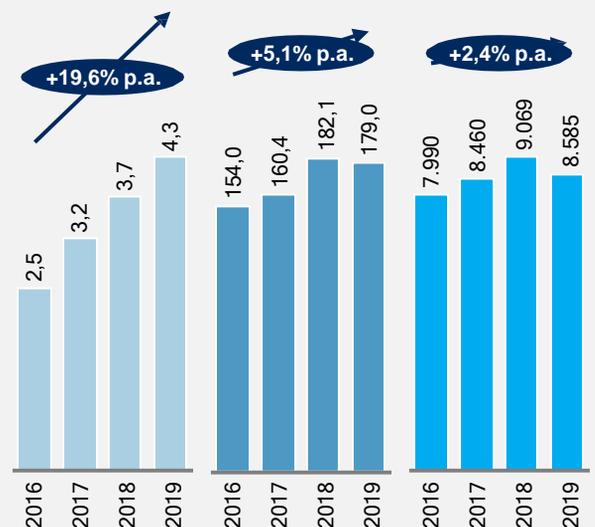


Market growth and size²

Morocco Imports (USD, Mn)

Morocco Exports (USD, Mn)

Global exchanges (USD, Mn)



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 : 2005 / Trademap (World export values): 200490, 200570, 200190, 200590, 200599, 2001909011, 2001909021

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

Sources: Expert interviews, Harvard Economic Complexity, TradeMap, Press Research