

# Project #171: UHT milk and milk powder production unit



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## Project description



Production of UHT milk and milk drying.

Code SH '0401200091, '0401400099, 0401300091, 0401500040, 0401100020, 0401100091, 0402



## Key facts

- Strong growth potential for the local market, driven by the growth of food industries using milk powder as an input;
- Significant value-added potential, given the availability of raw materials and a well-developed, high-performance upstream sector.

## Branch

Food industry

## Sub-branch

Agro- Industry



## Financial indicators (estimated<sup>3</sup>)

Potential investment

~ 40 - 75 Mn MAD

Potential sales

~ 100 - 200 Mn MAD

Potential RRI

~ 20% - 25%

Average ROI

~ 4 - 6 years



## Product Complexity<sup>2</sup>

Complexity Index (PCI)<sup>1</sup>  
Harvard Economic Complexity

-3.33 2.56

**-0.85 / 0,1**



## Main required inputs

- ✓ Milk
- ✓ Packaging



## Main Investment Benefits

### Grants

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

### Training support

- « IDMAJ » Program
- « TAEHIL » Program

### Potential land

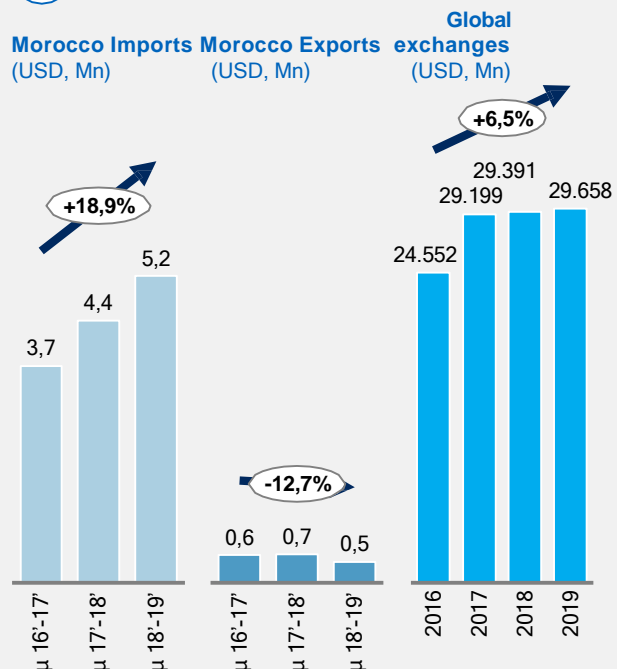
- Meknès Agropole
- Berkane Agropole
- Beni Mellal Agropole
- Agadir Agropole

### Funding

- Green Invest
- Mezzanine SME



## Market size and growth<sup>2</sup>



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: 0401, 0402 / Office des Changes (Moroccan Imports & Exports) + Trademap (World export values): '0401200091, '0401400099, 0401300091, 0401500040, 0401100020, 0401100091, 0402. Estimated figures based on the perspectives of Moroccan experts and industrialists in these sectors. Financial indicators are provided for information purposes only and do not constitute any form of commitment or guarantee.

Sources: Entretiens experts, Harvard Economic Complexity, TradeMap, Recherche Presse