

# Project #174: Aromatic and medicinal plant infusion production unit



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## Project description



Production and packaging of plants for infusions (herbal teas, herbs and aromatic and medicinal plants).

Code HS 210690

## Branch

Food industry

## Sub-branch

Agro- Industry



## Key facts

- Value-added potential, particularly for all existing plants in Morocco (e.g. mint, camomile).
- Opportunity to develop in the fast-growing infusions market (excluding tea), particularly for aromatic and medicinal plants.
- Opportunity to develop high-end products.
- Interesting export opportunities.



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

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

-3.33 2.56

0.11



## Main required inputs

- Aromatic medicinal plants,
- Energy, water
- strawberries, Packaging (opaque glass bottles)



## Main Investment Benefits

### Grants

- 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

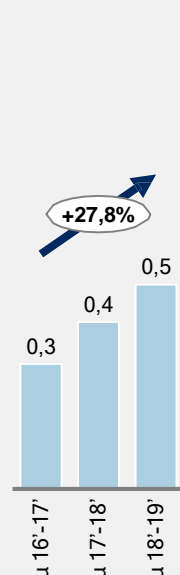
### Funding

- Green Invest
- Mezzanine SME

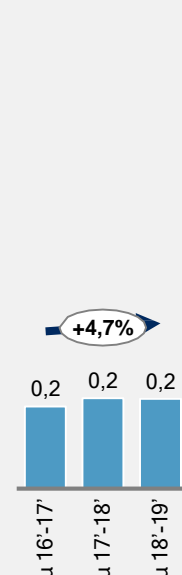


## Market size and growth<sup>2</sup>

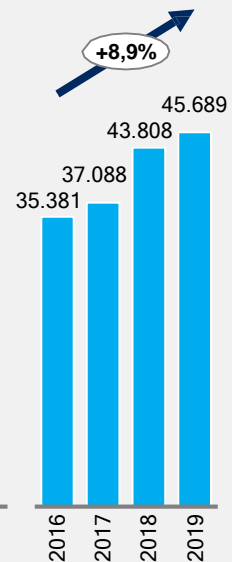
Morocco imports (USD, Mn)



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: 2106 / Office des Changes (Moroccan Imports & Exports) + Trademap (World export values): 210690. Estimated figures derived from the perspectives of Moroccan experts and manufacturers in these sectors. Financial indicators are provided on a purely direct and informative basis and do not constitute any form of commitment or guarantee.

3.\*Excluding exports after temporary admissions for packaging (e.g. SITI Marrakech)

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