

# Project #17: Modern olive oil production unit



Contact: M. Hicham Tounsi

Contact: M. Mohamed-Amine Mkerouad

0662837977

0662589387

[htounsi@mcinet.gov.ma](mailto:htounsi@mcinet.gov.ma)

[mmkerouad@mcinet.gov.ma](mailto:mmkerouad@mcinet.gov.ma)

## Project description



Olive oil is produced by extracting the fat from olives, providing a source of high-quality fatty acids. Its consumption is associated with a reduced risk of cardiovascular disease and lower cholesterol levels.

Code HS: 1510



## Key marks

- The Kingdom ranks 10th among olive oil-consuming countries, with 3.9 kg/inhab/year;
- Significant potential for developing exports of quality, packaged olive oil.



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

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



**-0.61**



## Main required inputs

✓ Olives

✓ Packaging



## Main investing benefits

### Grants

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

### Potentiel land

- Beni Mellal Agropole
- Meknès Agropole
- IP Had Soualem

### Training support

- « IDMAJ » Program
- « TAEHIL » Program

### Funding

- Mezzanine SME
- Green Invest

## Branch

Food industry

## Sub-branch

Fats and oils industry



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

Potential Investment

~20 - 60 Mn MAD

Potential sales

~50 - 100 Mn MAD

Potential gross margin

~15% - 20%

Average ROI

~4 - 5 years

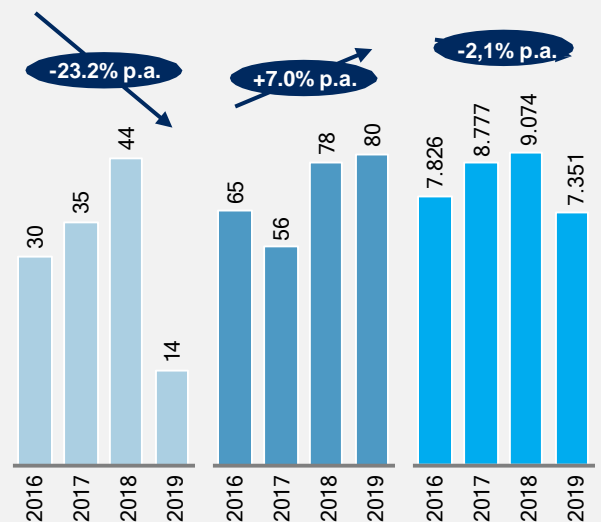


## Market growth and size<sup>2</sup>

Morocco Imports (USD, Mn)

Morocco Exports (USD, Mn)

Global exchanges (USD, Mn)



<sup>1</sup> 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 that produce 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).

HS code: Economic complexity : 1510 / Trademap (World export values): 150910, 150990, 151000

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