

# Project #185: Fish pâté and charcuterie production unit



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## Project description



Processing and adding value to seafood products through the production of pâté and fish-based charcuterie.

Codes SH : Extrait 160420

## Branch

Food industry

## Sub-branch

Seafood processing



## Key marks

- Capitalising on existing fish production.
- Export potential.



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

Potential investment

~ 30 - 50 Mn MAD

Potential sales

~ 30 - 60 Mn MAD

Potential RRI

~ 20% - 25%

Average ROI

~ 5 - 6 years



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

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

-3.33 2.56

**-1.59**



## Main required inputs

- Seafood products
- Other ingredients and food additives



## Main Investment Benefits

### Grants

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

### Potential land

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

### Training support

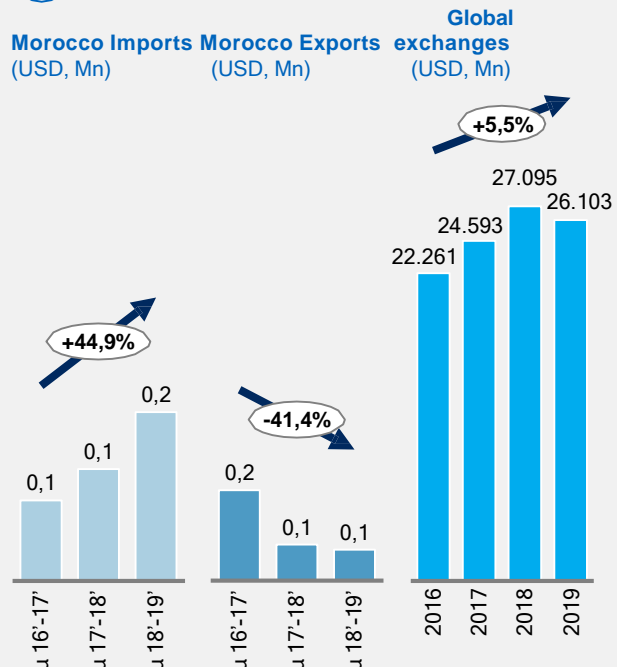
- ▶ « IDMAJ » Program
- ▶ « TAEHIL » Program

### 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 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).

2. HS code: 'Economic complexity: 1604 / Office des Changes (Moroccan Imports & Exports) + Trademap (World export values): 160420

3. 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.