

Project #18: Production unit for sterilised ready meals



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Project description



The manufacture of sterilised ready meals involves preserving pre-prepared dishes, in particular by heat sterilization, in sealed containers.

Code HS: 1902, 2104

Branch

Food industry

Sub-branch

Agro-industry



Financial indicators (estimated³)

Potential investment

~20 - 40 Mn MAD

Potential sales

~40 - 60 Mn MAD

Potential RRI

~25% - 30%



Key facts

- Potentiel d'export important qui n'est pas encore exploité ;
- Popularité des plats cuisinés marocains (e.g. couscous, tagine) en Europe.



Product Complexity²

Complexity Index (PCI)¹
Harvard Economic Complexity-
3.33 2.56



1902: -1.01



Main required inputs

- ✓ Meat, fish, vegetables
- ✓ Flavourings and other additives



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
- ▶ Meknes agropole
- ▶ Agadir agropole

Training support

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

Funding

- ▶ Mezzanine SME
- ▶ Green Invest

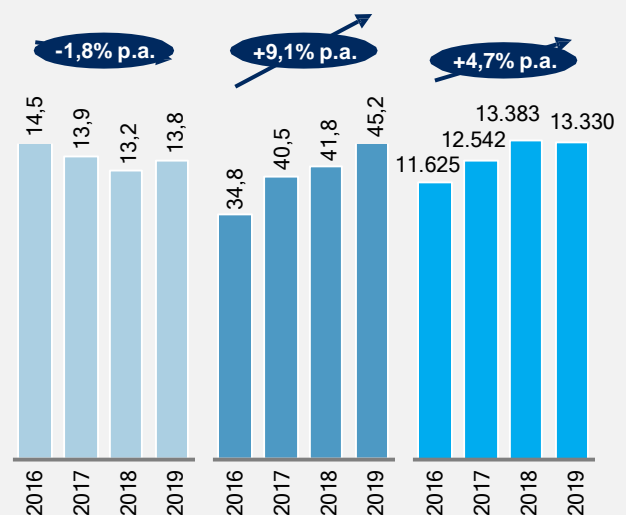


Market growth and size²

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).

HS code: Economic complexity: 1902, 2104 / Trademap (World export values): 1902 (Pasta, whether or not cooked or stuffed with meat or other substances, or otherwise prepared, such as spaghetti, macaroni, noodles, lasagne, gnocchi, ravioli, cannelloni); couscous, whether or not prepared), 2104 (Preparations for soups or broths; prepared soups or broths; homogenized composite food preparations consisting of a finely homogenized mixture of several basic substances, such as meat, fish, vegetables, fruit, put up for retail sale as infant food or for dietetic purposes, in containers of <= 250 g)

Estimated figures based on the perspectives of Moroccan experts and manufacturers 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