

Project #201: Apricot production unit (dried and preserved)



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Project description



Adding value to apricots grown in Morocco for **processing into preserves or dried products** by preserving the fruit in jars or drying it before packaging.

Codes SH : 200850; 081310



Key facts

- High availability of raw material, with more than 100,000 tonnes in 2018, making Morocco the world's 13th largest producer of apricots - with strong ambitions for the future (Green Morocco Plan providing for its intensification)
- High potential to replace imports of dried apricots (~1,000T/year) and export potential to both Europe (added value) and AfricaSub-Saharan Africa
- Several operators in Morocco with drying know-how (e.g. plums) that can be transferred to apricots - and requiring the involvement of a multi-product operator because of the seasonal nature of the apricot harvest (Jun-Nov).
- Challenge related to energy consumption costs for drying to besolar PV unit to be considered



Product Complexity²

Complexity Index (PCI)¹
Harvard Economic Complexity

-3.33 2.56

-1.21 | -1.03



Main required inputs

✓ Apricot



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

- Meknes Agropole
- Berkane Agropole
- Beni Mellal Agropole

Funding

- Mezzanine SME
- Green Invest

Branch

Food industry

Sub-branch

Fruit and vegetable processing



Financial indicators (estimated³)

Potential investment

~20 - 40 millions MAD

Potential sales

~40 - 60 millions MAD

Gross margin in %

~20 - 25%

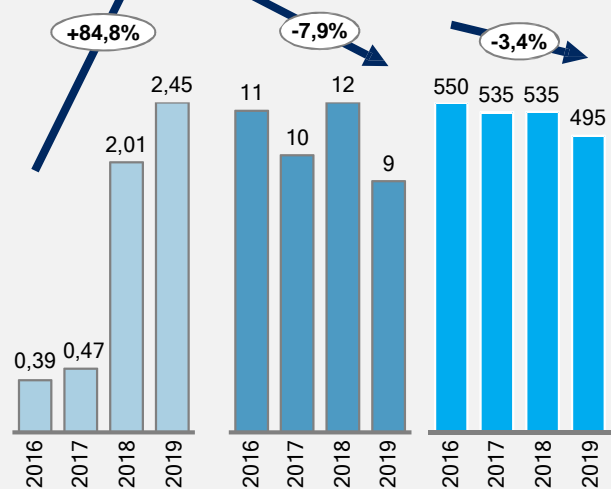


Market size and growth²

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 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: 2008, 0813/ Trademap (World export values): 200850, 081310

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.