

Project #203: Industrial sweet chilli production unit



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Project description



Production of sweet chilli-based spices, using a process that dries and grinds the chilli fruit, with strong export potential.

Codes SH : 090421



Key facts

- Local chilli pepper (Beni-Mellal region) of very good quality and with a profitable crop (average yield of sweet chilli pepper around 25t/ha)
- Simple industrial process for obtaining spices from sweet chillies, based on drying and grinding chilli fruit.
- Red chilli cultivation currently exported in large quantities (~130,000 tonnes for ~€120m), mainly to Europe - strong export potential for spices too (less than 10% of turnover expected in Morocco vs. total)
- Consideration to be given to enhancing the value of the 'Made in Morocco' product through export packaging.



Product Complexity²

Complexity Index (PCI)¹
Harvard Economic Complexity

-3.33 2.56

-1.84



Main required inputs

✓ Sweet chilli



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

- Beni Mellal Agropole
- Meknès Agropole

Funding

- Mezzanine SME
- Green Invest

Branch

Food industry

Sub-branch

Fruit and vegetable processing



Financial indicators (estimated³)

Potential Investment
In millions MAD

~10 - 20 millions MAD

Potential sales
millions MAD

~20 - 40 millions de MAD

Gross margin

~20 - 30%

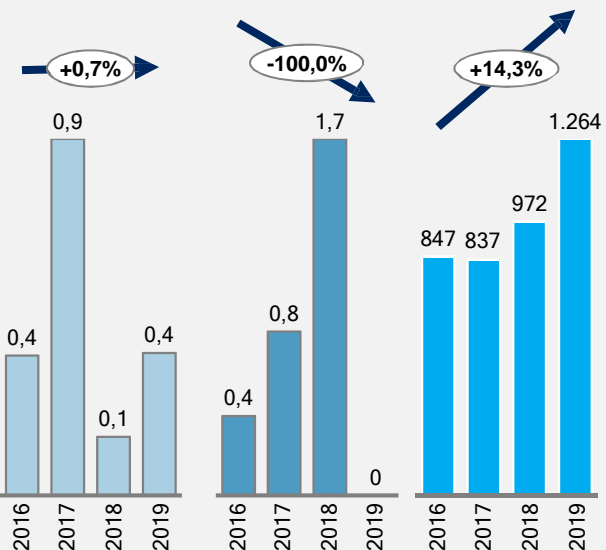


Market growth and size²

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).

2. HS code: 'Economic complexity: 0904 / Trademap (World export values): 090421

3. Estimated figures based on the perspectives 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.