

Project #207: Long pasta industrial production unit



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Project description



Manufacturing unit for long pasta products, such as spaghetti, tagliatelle or linguine, based on wheat flour, for import substitution and possible export.

Codes SH : 1902



Key facts

- To date, investment has focused mainly on short pasta in Morocco, with almost all long pasta imported, notably from Italy, making a major contribution to the **140 million MAD of pasta imports in 2020**.
- Main imported input - i.e. **durum wheat from Canada**, renowned for its very high quality. Apart from economies of scale, it is possible to mix this input with other types of wheat to reduce production costs and selling prices.
- A simple, **controlled industrial process**
- A low-cost positioning could be explored with the introduction of a local brand or "white label" distribution for supermarkets.



Product Complexity²

Complexity Index (PCI)¹
Harvard Economic Complexity

-3.33 2.56

-1.01



Main required inputs

✓ Wheat



Main Investment Benefits

Grants

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

Training support

- «IDMAJ» Program
- «TAEHIL » Program

Potential land

- Agropole de Beni Mellal
- Agropole de Meknès

Funding

- Mezzanine SME
- Green Invest

Branch

Food industry

Sub-branch

Pasta and couscous industry



Financial indicators (estimated³)

Potential investment
millions MAD

~30 - 50 millions MAD

Potential sales
millions MAD

~30 - 80 millions MAD

Marge brute
En %

~20 - 25%

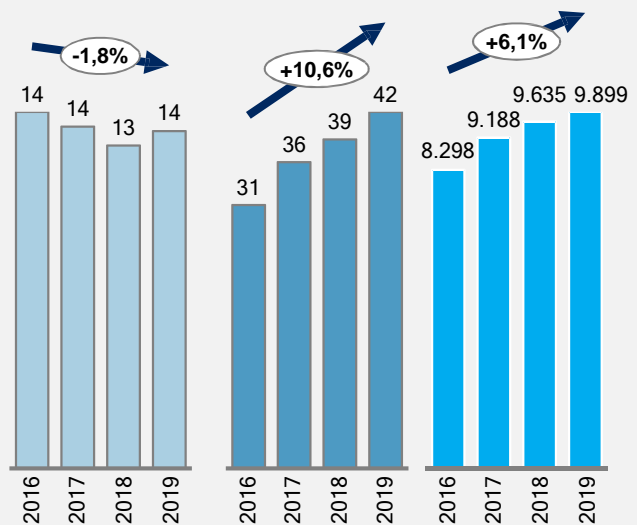


Market growth and size²

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: 1902 / Trademap (World export values): 1902

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.