

Project #209: Sweetened or sugar-free milk concentrate production unit



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Project description



A milk concentrate production unit, with or without sugar, to replace large imports and make the most of Morocco's surplus fresh milk during the high-lactation period to produce a product with high added value.

Codes SH : 040390



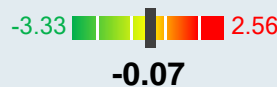
Key facts

- Strong potential to **replace imports of milk** concentrate (~30 M MAD), mainly from Central European players (mainly Holland), established in Morocco with a commercial office.
- Multiple food uses** (e.g. natural, desserts, pastry preparations)
- Numerous operators in the Moroccan dairy industry (e.g. COPAG), with overcapacity during high lactation, able to process the surplus into milk concentrate using technical processes that need to be mastered.
- Creation of a strong brand with a medium/top-of-the-range positioning, using fresh Moroccan milk (high lactation) and milk powder (low lactation).



Product Complexity²

Complexity Index (PCI)¹
Harvard Economic Complexity



Main required inputs

- ✓ Milk
- ✓ Sugar
- ✓ Conservatives



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

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

Funding

- ▶ Mezzanine SME
- ▶ Green Invest

Branch

Food industry

Sub-branch

Dairy industry



Financial indicators (estimated³)

Potential investment
millions MAD

~15 - 40 millions MAD

Potential sales
millions MAD

~30 - 50 millions MAD

Gross margin

~20 - 30%

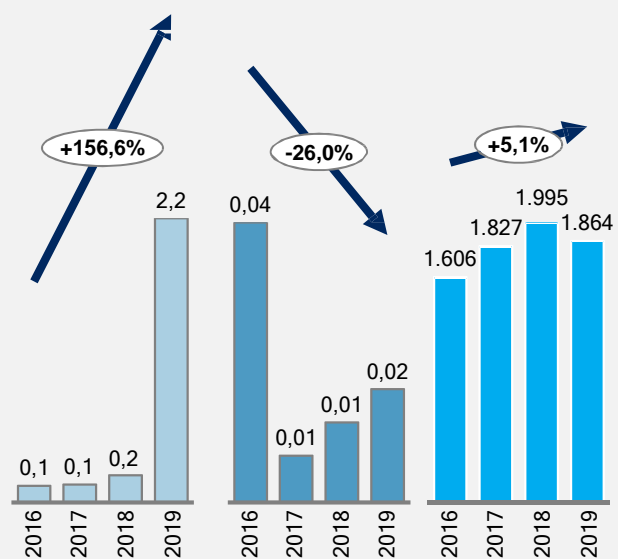


Market growth and size²

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: 0403 / Trademap (World export values): 040390

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.