

Project #210: Fresh milk cream /HTU production unit



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Project description



Fresh milk cream/UHT production unit based on quality raw materials (i.e. with a high fat content) mainly for the national market

Codes SH : 040390



Key facts

- **A product that is** now mainly imported from Spain, with an opportunity for substitution, accelerated by the pandemic situation.
- **Entry of emblematic local operators** into this segment, having developed a strong appetite among Moroccan consumers for milk cream, with growing needs.
- **Prerequisite:** availability of good-quality raw materials with an appropriate fat content



Product Complexity²

Complexity Index (PCI)¹
Harvard Economic Complexity

-3.33 2.56

-0.07



Main required inputs

- ✓ Milk
- ✓ 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)

Investissement potentiel
millions MAD

~20 - 30 millions MAD

Potential sales
millions MAD

~30 - 50 millions MAD

Gross margin

~20 - 30%

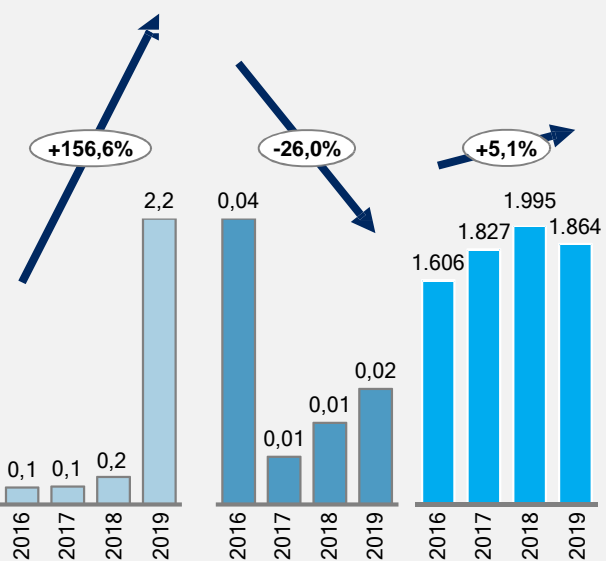


Market growth and size²

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.