

Project #4: Dried fruit processing unit



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Project description



Upgrading and processing of dried fruit into high value-added products (marzipan, slivered almonds, peanut butter, dried fruit powder, etc.) intended for certain industries such as catering, hotels, pastry shops, food industries, etc.
HS codes: 200799, 200811, 200819



Key facts

- Local market growth driven by changing consumer habits, the development of food industries that use these products, and the expansion of supermarkets;
- Global growth prospects ~5% over the next few years;
- Weak competition at national level, mainly international
- international competitors.



Product Complexity²

Complexity Index (PCI)¹
Harvard Economic Complexity



-1.21



Main required inputs

- ✓ Dried fruits (almonds, hazelnuts, peanuts, walnuts, pistachios)
- ✓ Natural colorants and preservatives



Main investment benefits

Grants

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

Potential Land

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

Training support

- ▶ "IDMAJ" Program
- ▶ "TAEHIL" Program

Financement

- ▶ Mezzanine
- ▶ PME Green Invest

Branch

Food industry

Sub-branch

Fruit and vegetable processing



Financial indicators (estimated³)

Potential Investment

~20 - 50 Mn MAD

Potential sales

~30 - 80 Mn MAD

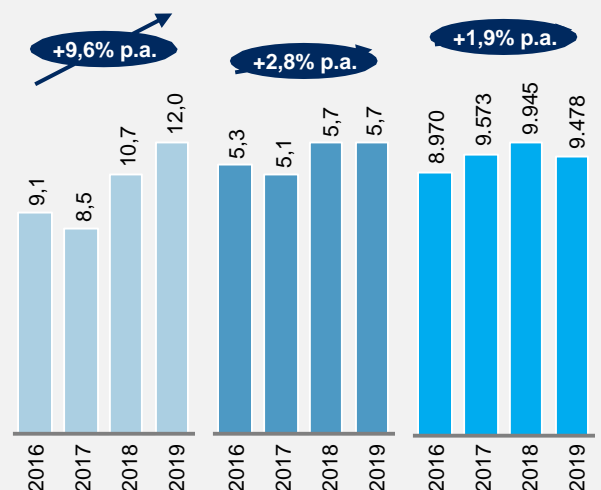
Potential gross margin

~20% - 25%



Market growth and size²

Morocco Imports (USD,Mn) Morocco Exports (USD, Mn) Global exchange (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. Code HS : Complexité économique : 1905 / Trademap (valeurs d'exportation mondiales) : 190531, 190532

3. Estimated figures based on the perspectives of Moroccan experts and manufacturers in these sectors. Financial indicators are provided for information purposes only, and do not constitute any form of commitment or guarantee.