

# Project #5: Tomato preserves and sauces production unit



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## Project description



Manufacture of tomato preserves, a condiment derived from the dehydration of tomatoes sealed in cans to ensure a long shelf life. Project also includes tomato-based sauces (e.g. ketchup).  
Code HS: 2002



## Key facts

- Local market offering real opportunities, particularly for concentrates, sauces and ketchup, in line with changing consumer habits;
- Well-developed, high-performance tomato farming.

## Branch

Food industry

## Sub-branch

Fruit and vegetable processing



## Financial indicators (estimated<sup>3</sup>)

Potential Investment

~50 - 100 Mn MAD

Potential sales

~80 - 200 Mn MAD

Potential gross margin

~20% - 30%

Average ROI

~5 - 6 years



## Product Complexity<sup>2</sup>

Complexity Index (PCI)<sup>1</sup>  
Harvard Economic Complexity



**-1.27**



## Main investment benefits

### Grants

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

### Potential land

- Meknès
- Agropole Beni Mellal
- Agropole Berkane
- Agropole Agadir
- Agropole



## Main required inputs

✓ Fresh tomatoes

### Traning support

- "IDMAJ" Program
- "TAEHIL" Program

### Funding Mezzanine

- SME Green
- Invest

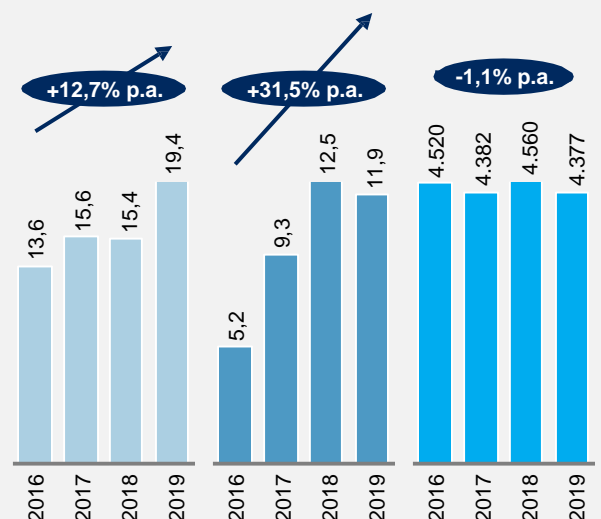


## Market growth and size<sup>2</sup>

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.