

Project #6: Fruit preparation production unit



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Project description



Enhancement and processing of fruit into jams, jellies, marmalades, purées, pastes and other preparations. The manufacturing process includes cooking, addition of components (pectin, sugar), pasteurization, conditioning and packaging.

Code HS: 2007, 2008



Key facts

- Availability of raw materials with potential for adding value to local inputs (e.g. citrus fruits, apricots);
- High-potential sector, with competitive national and investment advantages;
- Outlets, particularly for the dairy and biscuit industries.



Product Complexity²

Complexity Index (PCI)¹
Harvard Economic Complexity

-3.33 2.56

-0.547



Main required inputs

- ✓ Fruits : abricots, oranges, fruits rouges...
- ✓ Sugar
- ✓ Packaging



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

Training support

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

Funding Mezzanine

- ▶ SME Green
- ▶ Invest

Branch

Food industry

Sub-branch

Fruit and vegetable processing

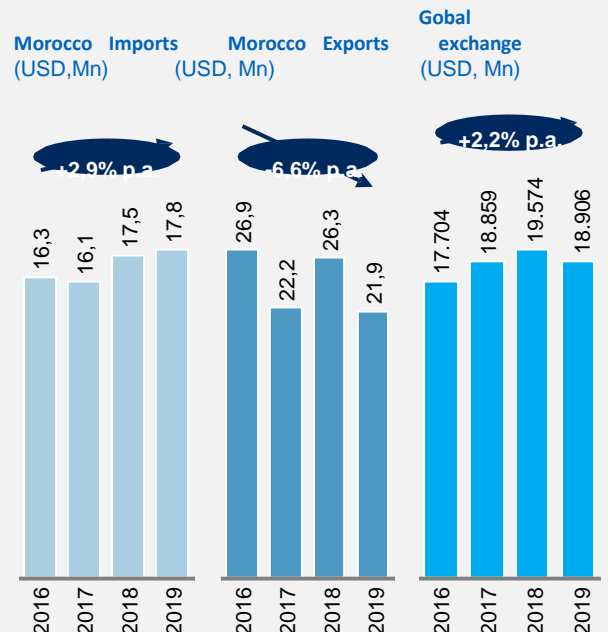


Financial indicators (estimated³)

| | |
|------------------------|------------------|
| Potential Investment | ~80 - 120 Mn MAD |
| Potential Sales | ~80 - 200 Mn MAD |
| Potential gross margin | ~20% - 30% |
| Average ROI | ~4 - 5 years |



Market growth and size ²



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.