

Project #8: Pressed fruit and vegetable juice production unit



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Project description



Production of juices by pressing fruits or vegetables. Production of fresh or concentrated juice with the possible addition of sugars.

Code HS: 2009



Key facts

- Availability of raw materials, particularly for citrus, where the national fabric is still developing;
- Domestic market still underdeveloped, with consumption half that of our immediate neighbors;
- Significant growth in exports, with a focus on high-quality and organic juices..



Product Complexity²

Complexity Index (PCI)¹
 Harvard Economic Complexity

-3.33 2.56

-0.866



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

- ✓ Fruits
- ✓ Vegetables
- ✓ Sugar
- ✓ Food additives

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

~40 - 110 Mn MAD

Potential sales

~70 - 200 Mn MAD

Potential gross margin

~20% - 25%

Average ROI

~5 - 6 years

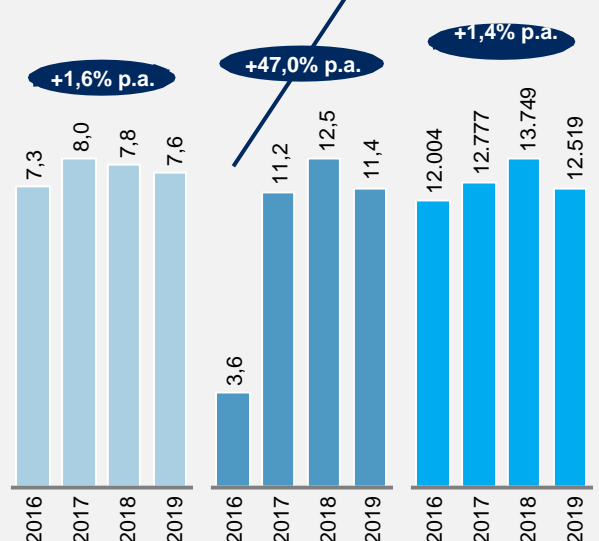


Market growth and size ²

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.