

Project #108: Belt fabrication



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Description of the project



Belt production unit of local brands in medium and high-end positioning - Cutting process, ornamental stitching and assembly / fastening of buckles and small supplies

HS Codes: 420330



Highlights

- Potential to develop a strong local brand that can meet the specific needs of the market, particularly in the mid- and high-end segment, given the quality of local leather.
- Existence of an export potential with higher margins



Complexity of the product²

Complexity Index (PCI)¹
 Harvard Economic Complexity

-3.33 2.56

-0,585



Main inputs required

- ✓ Soft, resistant tanned leather
- ✓ Other imported metal components (buckles, rivets) / Thread



Main investment advantages

Grant

- ▶ ISTITMAR SME or VSE program, depending on the Turnover

Training assistance

- ▶ IDMAJ" Program
- ▶ TAEHIL" Program

Funding

- ▶ Mezzanine SME
- ▶ Green Invest

Potential land

- ▶ PI Ain Cheggag
- ▶ PI Casa City Shoes
- ▶ PI Sidi Bouothmane

Branch

Leather

Sub-sub-sector

Leather goods



Financial indicators (estimated³)

Potential investment

~ 1 - 2 Mn MAD (excluding land)

Potential turnover

~ 2 - 4 Mn MAD

Potential IRR

~15% - 20%

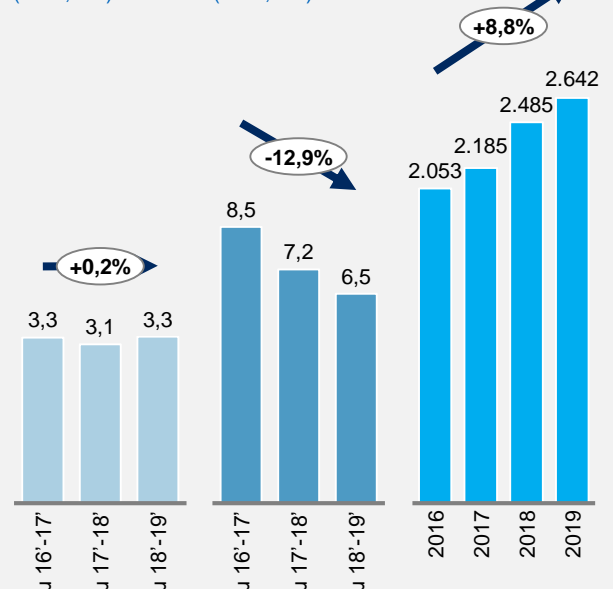


Market growth and size²

Imports Morocco (USD, Mn)

Exports Morocco (USD, Mn)

World trade (USD, Mn)



1. Product Complexity Index: Diversity and sophistication of the know-how required to produce a product. The ICP is calculated based on the number of countries producing the product and the economic complexity of those countries. The most complex products, those that only a few countries can produce, have the highest ICP (e.g. electronics, chemicals) vs. the least complex products (e.g. raw materials, agricultural products).

2. HS code: 'Economic complexity: 4203 / Office des Changes (Moroccan Imports & Exports) + Trademap (World export values): 420330

3. Estimated figures from the perspectives of Moroccan experts and industrialists in these sectors. The financial indicators are provided for purely directional and informational purposes and do not constitute a form of commitment or guarantee.