

# Project #113: Sport shoes manufacturing



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## Description of the project



Production of specialty sport shoes (e.g. skating, golf, horseback riding), involving cutting, stitching, assembly and possibly injection operations for technical soles.

HS Codes: 6404110011, 9506700000



## Highlights

- Currently, the product is totally imported, with a strong brand/marketing component;
- Presence of a local consumer market that can serve as a starting point for production ;
- Presence in Morocco of all the trades necessary to realize a national product.



## Complexity of the product<sup>2</sup>

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

-3.33 2.56

**-1,1**



## Main inputs required

- ✓ Leather
- ✓ Synthetic fabrics (interior)
- ✓ Polyurethane / TPU
- ✓ Thread / laces



## 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

Shoes



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

**Potential investment**

~3 - 10 Mn MAD

**Potential turnover**

~15 - 50 Mn MAD

**EBI at 7 years**

~20% - 25%

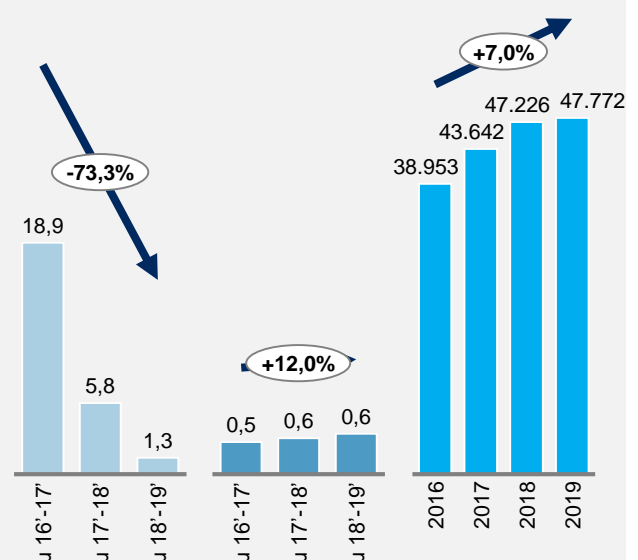


## Market growth and size<sup>2</sup>

**Morocco Imports**  
 (USD, Mn)

**Morocco Exports**  
 (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: 6404 - 9506/ Office des Changes (Moroccan Imports & Exports) + Trademap (World export values): 6404110011, 9506700000

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