

Projet #22: High-potential fruit and vegetable processing



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Project description



A project to add value to and process fruit and vegetables. Processing includes deep-freezing and canning.

Code HS: 0711, 0712, 2004, 2005

Branch

Food industry

Sub-branch

Fruit and vegetable processing.



Financial indicators (estimated³)

Potential Investment

~50 - 80 Mn MAD

Potential sales

~80 - 160 Mn MAD

Potential gross margin

~15 - 20% TRI



Key facts

- Availability of raw materials with significant potential;
- A sector with high potential for added value and exports, including investment incentives;
- Growing international consumption.



Product Complexity²

Complexity Index (PCI)¹
 Harvard Economic Complexity

-3.33 2.56

n/a



Main required inputs

- ✓ Fruits
- ✓ Vegetables
- ✓ Packaging



Main investing benefits

Grants

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

Potential land

- ▶ Berkane agropole
- ▶ Beni Mellal agropole
- ▶ Meknes agropole
- ▶ Agadir agropole

Aide à la formation

- ▶ « IDMAJ » Program
- ▶ « TAEHIL » Program

Funding

- ▶ Mezzanine SME
- ▶ Green Invest

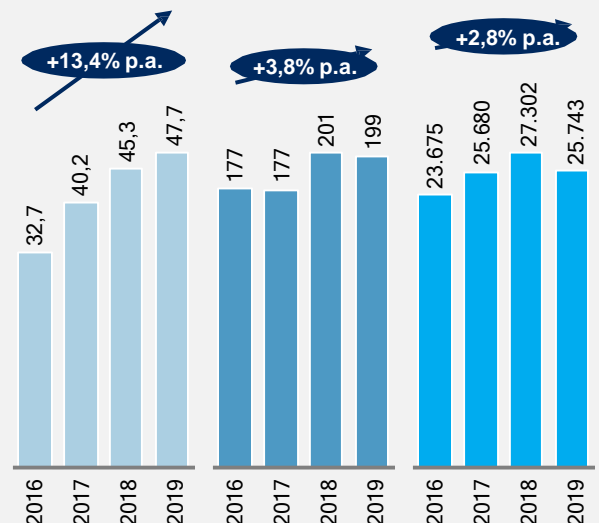


Market growth and size²

Morocco Imports (USD, Mn)

Morocco Exports (USD, Mn)

Global exchanges (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 HS code: 2004, 2005, 0711, 0712

³ Estimated figures based on the perspectives of Moroccan experts and industrialists in these sectors. The financial indicators are provided for guidance and information only, and do not constitute any form of commitment or guarantee.

Sources : Entretiens experts, Harvard Economic Complexity, TradeMap, Recherche Presse