



المركز الجهوي للاستثمار لجهة فاس مكناس  
الجهة فاس مكناس  
Centre Régional d'Investissement de la Région Fès-Meknès

## PROJECT N°43 : FRUIT TRANSFORMATION UNIT



SECTOR : AGRI-FOOD

SUB-SECTOR : PROCESSING OF FRUITS AND VEGETABLES

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### PROJECT DESCRIPTION

Establishment of an industrial unit for processing fruits into juices, jams, compotes, dried fruits, and energy bars. The project aims to reduce waste and meet rising demand for healthy, practical products.

### PROJECT PREREQUISITES

- **Infrastructure** : Extraction, drying, pasteurization, and packaging equipment.
- **Technology** : Partnerships with local farmers for fresh fruits.
- **Compliance** : Certifications for local and export markets.

### KEY INDICATORS & HIGHLIGHTS

**National** : Moroccan fruit processing market estimated at USD 4.37 billion (2023). Local supply is abundant; imports reached MAD 180 million in 2019.

**International** : Export revenue of USD 21.9 million in 2019. High demand for natural, healthy fruit products.

### MARKET GROWTH & SIZE

**National** : Innovation and urban demand drive consumption of enriched juices and fruit snacks.

**International** : Dried fruits and healthy snacks offer strong export potential to Europe and Africa.

### SWOT Analysis

#### Strengths

Stable fruit supply; diverse product range.

#### Weaknesses

Fruit seasonality and equipment costs.

#### Opportunities

Bio and export-friendly innovations

#### Threats

Global competition and fruit price fluctuation

### Main Inputs

- **Raw materials** : Fresh fruits (orange, strawberry, apple), sugar, pectin, packaging.
- **Equipment** : Washers, juice extractors, dehydrators, cookers, packaging machines.
- **Workforce** : Food technicians and logistics personnel.

## PROJECT : FRUIT TRANSFORMATION UNIT



### Market Potential

**National** : Local demand for processed fruit products, such as jams and fortified juices, is growing strongly thanks to changing eating habits.

**International** : Morocco can capitalize on the growing demand in Europe and Africa for organic and natural products, with particular potential in the dried fruit and healthy snack segments.

Investment (excluding land) : MAD 13 million

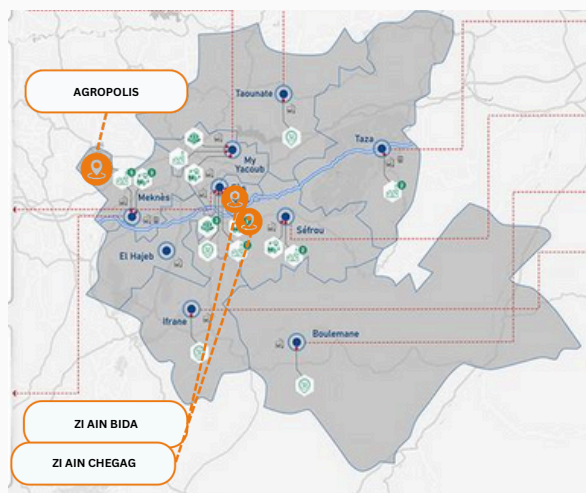
Revenue: MAD 40 million

EBIT : MAD 3.6 million

ROI : 6–7 years

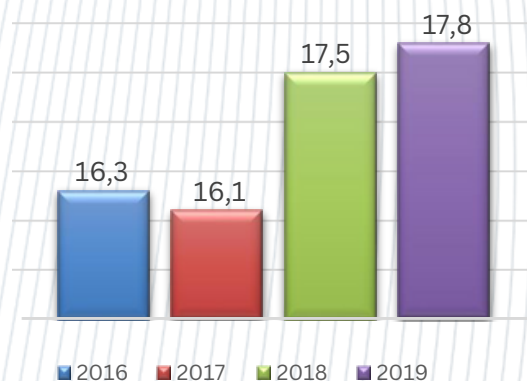
Desired land area: 3,080 m<sup>2</sup>, including 2,000 m<sup>2</sup> of buildings

### POTENTIAL LAND



### Imports (M\$)

HS Code : 0711, 0712,



Product complexity (\*) : - 3,33  2,65  
-0,6

## The region's offer

#### GEOGRAPHICAL LOCATION & CONNECTIVITY



Proximity to Europe, **starting with a 1-hour flight** from Fez, thanks to the Fez-Saïs International Airport (currently being expanded to accommodate 5 million passengers per year).

**Road and highway network** : +20% of the national network (linked to the main ports (including Nador West Med : 2.5 hours and Kenitra : 2 hours).

**Rail network** : +200 km connecting the region's four train stations to the Kingdom's major cities.

#### HUMAN CAPITAL & INCENTIVES



**Morocco's leading university** : 6 universities with over 230,000 students trained per year

**266 vocational training establishments** : Annual capacity of 75,000 places / 236 specialties and professions + **Specialized engineering schools** : 10,700 engineers in training

#### INCENTIVE DEVICES

##### National Investment Charter :

- **Main device** : For projects worth at least MAD 50 million and creating 50 jobs (min) or 150 jobs. Common, territorial, and sectoral bonuses can be combined up to 30%.
- **Specific support program dedicated to very small, small, and medium-sized enterprises** (coming soon)
- **Agricultural Development Fund**

##### Regional Incentives :

- **Regional Investment Land Subsidy Fund** (coming soon – second quarter of 2025).
- **Regional Fund to Support Investment Projects and Promote Employment** (coming soon).
- **Competitive land prices** available for rental or sale

(\*) The Product Complexity Index (PCI) varies from -3.33 (simple products, raw materials) to 2.56 (complex products, high technology)