

PROJECT N° 201 : APRICOT PROCESSING UNIT



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Project Description



Valorization of apricots grown in Morocco through their transformation into canned or dried products, by preserving them in jars or drying the fruits before packaging



Key Highlights

- High availability of raw materials, with over 100,000 tons in 2018, making Morocco the 13th largest apricot producer in the world – with strong ambitions for the future (Plan Maroc Vert aims to intensify production).
- Strong potential for import substitution of dried apricots (~1,000T/year) and potential for export both to Europe (with added value) and Sub-Saharan Africa.
- Several actors in Morocco already have drying expertise (e.g., prunes), transferable to apricots, and requiring the involvement of a multi-product operator due to the seasonality of apricot harvesting (June-Nov).
- Challenge related to energy consumption costs for drying – solar PV unit to be considered.

Sector :
Agrifood

Sub-sector :
Processed fruits and vegetables



Financial indicators (estimates³)

Estimated
Investment :

~20 to 40 million MAD

Potential
Turnover :

~40 to 60 million MAD

Gross margin :

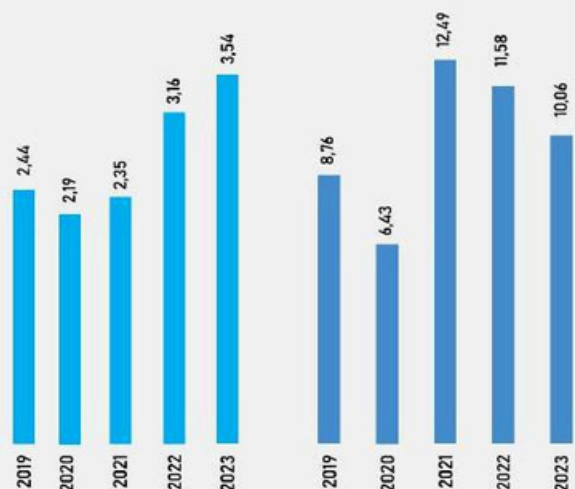
~20 to 25%



Market Growth & Size²

Imports Maroc
(USD, Mn)

Exports Maroc
(USD, Mn)



Product
Complexity



Main Inputs
Required

Product Complexity Index (PCI)¹
Harvard Economic Complexity

-3.33 2.56

-1.21 | -1.03



Apricots



Key Investment Advantages

Subsidies

- ▶ Fonds de Dév. Industriel et d'Investissements (FDII)
- ▶ Programme « ISTITMAR » PME ou TPE, selon le CA

Training

- ▶ Programme « IDMAJ »
- ▶ Programme « TAEHIL »

Potential land

- ▶ Agropole de Meknès
- ▶ Agropole de Berkane
- ▶ Agropole de Beni Mellal

Financing

- ▶ Mezzanine PME
- ▶ Green Invest

1. **Product Complexity Index** : Diversity and sophistication of the know-how required to produce a product. The PCI is calculated based on the number of countries producing the product and the economic complexity of those countries. The most complex products, which 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 - 'Economic complexity'**: 2008, 0813 / Trademap (World export values): 200850, 081310

3. Estimated figures are based on expert and Moroccan industrial stakeholders' insights within the value chains. Financial indicators are provided solely for informational and directional purposes and do not represent any form of commitment or guarantee.