



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

PROJECT N°39 : AROMATIC AND MEDICINAL PLANTS



SECTOR : **AGRI-FOOD**

SUB-SECTOR : **PROCESSING AND VALORIZATION
OF AROMATIC AND MEDICINAL PLANTS**

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Project Description

Creation of an industrial unit for the processing and packaging of aromatic and medicinal plants (AMP), including dried herbs, essential oils, powders, and extracts to meet growing demand for natural, organic, and wellness products.

Project Prerequisites

- **Infrastructure** : Land with access to water, electricity, and roads. Suitable buildings for production and logistics.
- **Equipment** : Specialized machines for extraction and packaging. Quality control systems.
- **Compliance** : Sanitary and environmental standards; administrative authorizations.

Key Indicators & Highlights

- **National** : The project enhances Moroccan AMP value, boosts rural development, and meets natural product demand.
- **International** : High-growth market with opportunities for certified organic products.

Market Growth & Size

- **National** : The local market is growing, driven by tisanes and essential oils.
- **International** : Exports target the EU, USA, and West Africa, where demand for organic and natural products is rising.

SWOT Analysis

Strengths

Diversity and quality of Moroccan AMP; recognized know-how.

Weaknesses

Seasonal dependence and fragmented market.

Opportunités

Growing demand; partnerships with pharma, cosmetic, and food industries.

Threats

Global competition; raw material price volatility

Main Inputs

- **Raw materials** : Fresh plants, essential oils, solvents.
- **Equipment** : Dryers, grinders, extractors, packaging machines.
- **Workforce** : Engineers, technicians, logistics staff.

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Market Potential

National: The local market is experiencing growing demand for herbal teas, essential oils, and natural products, supported by the growth of distribution channels and interest in local products.

International: The EU, the United States, and West Africa offer opportunities for organic and natural products, particularly in cosmetics and dietary supplements.

Investment (excluding land) : MAD 11 million

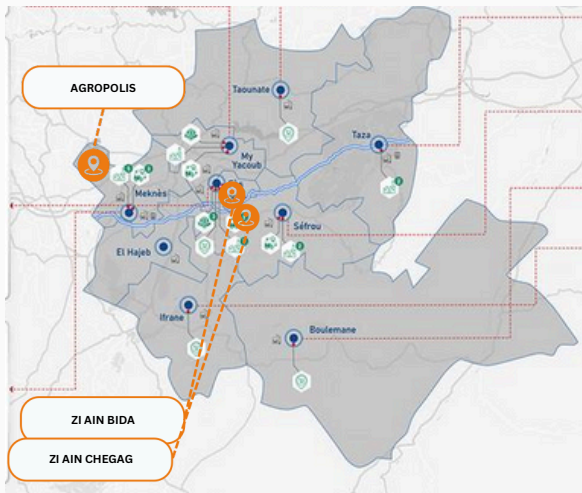
Potential revenue : MAD 49 million

EBIT : MAD 6.7 million

ROI: 4–5 years

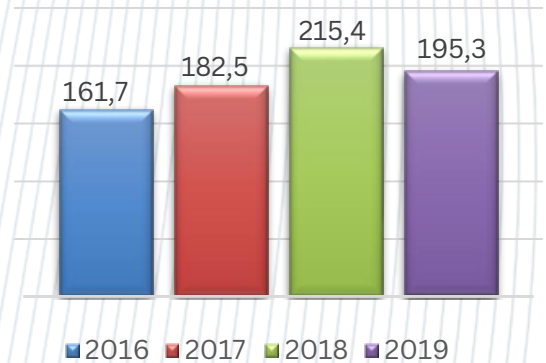
Desired land area : 3,080 m², including 2,000 m² of buildings

POTENTIAL LAND



Imports (in millions of dollars)

HS Code: 1211, 0904, 0905, 0906, 0907, 0908, 0909, 0910



Project complexity: -3,33  2,65
-0,4

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