



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

PROJECT N°48 : CBD-BASED DIETARY SUPPLEMENTS



SECTOR : AGRI-FOOD
SUB-SECTOR : FOOD SUPPLEMENTS

Contact : Ms Salma SILOULI
Email : ssilouli@fesmeknesinvest.ma
Phone : +212 6 73 73 85 33

PROJECT DESCRIPTION

Establishment of an industrial unit dedicated to the production of dietary supplements based on cannabis, leveraging the properties of cannabidiol (CBD) for wellness and therapeutic applications, in compliance with international legal and quality standards.

PROJECT PREREQUISITES

- Infrastructure** : Facilities compliant for CBD extraction and supplement production.
- Technology** : Access to regulated, high-quality local cannabis production.
- Compliance** : Legal authorizations and quality certifications for national and international markets.

KEY INDICATORS & HIGHLIGHTS

National : Legalization of medical cannabis in Morocco opens opportunities for high value-added products. The local dietary supplement market is growing at 9% annually.

International : The global CBD market is booming, especially in Europe and North America.

MARKET GROWTH & SIZE

National : With the dietary supplement market valued at MAD 850 million in 2022 and growing at 10% annually, Morocco offers great potential for CBD products.

International : The global CBD market, valued at USD 7.1 billion in 2023 (20% CAGR), offers key opportunities in Europe and North America.

SWOT ANALYSIS

Strengths :

Favorable regulation and local cannabis supply.

Weaknesses :

High equipment costs and strong global competition.

Opportunities :

Rising global demand and partnerships with laboratories.

Threats :

Strict CBD regulations and raw material price volatility.

MAIN INPUTS

Raw materials : Locally grown, regulated cannabis.

Equipment : CO2 extraction systems, chromatography, production facilities.

Additives : Oils and excipients required for formulation.

PROJECT : CBD-BASED DIETARY SUPPLEMENTS



MARKET POTENTIAL

National: The growing demand for natural supplements and the legalization of medical cannabis offer strong potential for CBD products in Morocco.

International: Europe and North America, the main consumers of CBD, represent opportunities for Moroccan products that are competitive in terms of cost and quality.

Investment (excluding land): MAD 17 million

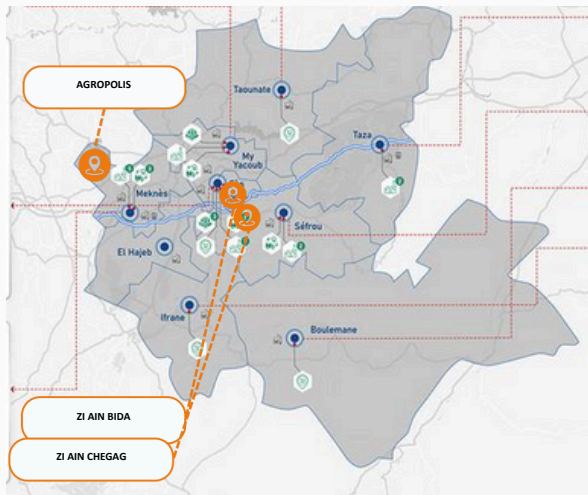
Potential revenue: MAD 49 million

EBIT: MAD 6 million

ROI: 4–5 years

Desired land area: 1,540 m² including 1,000 m² of buildings

POTENTIAL LAND



IMPORTS (\$M)

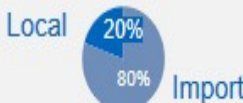
794 million DH: Amount of Moroccan imports in 2019

9%: Growth rate of Moroccan imports during the period 2016 to 2019

Morocco's main importing countries



Local vs. Import



Source : Ministère du Commerce et de l'Industrie

Product complexity : -3,33 0,8 2,65

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