

PROJECT N° 316 : CAROB PULP POWDER UNIT



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Project Description



unit for the valorisation of 32.5kt of carob into pulp powder with high nutritional value and used in the formulation of three food products for the nutritional enrichment of bread, cakes and flakes

Sector :

Agri-food

Sub-sector :

Food additives industry



Financial indicators (estimates)

Estimated Investment :

~250 - 300 million MAD for 8 units and a total area of 4ha

Potential Turnover :

~350 - 400 million MAD for 8 units and a total area of 4ha

EBITDA² (as a % of turnover) :

~25 to 30%

Jobs

400 direct jobs



Key Highlights

- The Kingdom's current exports of carob seeds are primarily in raw form.
- Locust bean gum, produced by grinding the seeds, has several uses, including as a thickener in the food industry, mining, and textile industries.



Product Complexity

Product Complexity Index (PCI)¹



Main inputs

✓ Carob



Key Investment Advantages

Subsidies

- Fonds de Dév. Industriel et des Investissements (FDII)
- Programme ISTITMAR PME ou TPE, en fonction du CA

Training

- Programme « IDMAJ »
- Programme « TAEHIL »

Potential land

- Agropole de Meknès
- Agropole de Berkane
- Agropole de Beni Mellal
- Agropole d'Agadir

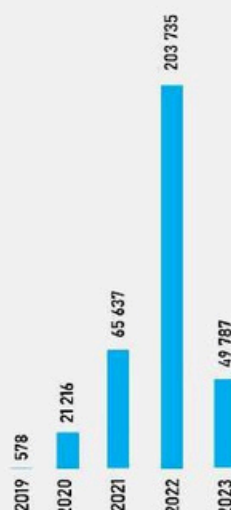
Financing

- Mezzanine PME
- Green Invest



Market Growth & Size

Imports Maroc (K MAD)



Exports Maroc (K MAD)



Tunisia

100%

Import

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 that produce this product and the economic complexity of those countries.

2. **EBITDA** : Earnings before interest, taxes, depreciation, and amortization.

3. Source: Office des Changes, TradeMap