



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

## PROJECT N°44 : CEREAL-BASED PRODUCTS MANUFACTURING



SECTOR : AGRI-FOOD

SUB-SECTOR : CEREAL PROCESSING

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### Project Description

Establishment of a modern facility for manufacturing cereal-based products such as oat flakes, breakfast cereals, cereal bars, targeting growing demand for healthy foods.

### Project Prerequisites

- **Infrastructure** : Modern equipment for transformation, packaging, and storage.
- **Supply** : Stable access to local cereals (wheat, corn, oats).
- **Compliance** : Food safety and certification standards.

### Key Indicators & Highlights

**National** : Morocco imported MAD 170 million in cereal-based products in 2019 (+13%/year); local supply is stable.

**International** : Exports growing by 15%/year; demand strong in Europe and Africa.

### Market Growth & Size

**National** : Growing demand due to urbanization and healthy food trends.

**International** : Strong market for natural, organic, and gluten-free products.

### SWOT Analysis

#### Strengths

Approvisionnement stable en céréales locales et possibilité de diversifier les produits pour les besoins locaux et internationaux.

#### Weaknesses

Competition from established brands; price volatility.

#### Opportunities

Rising exports; demand for healthy products.

#### Threats

High equipment and marketing costs; strict regulations

### Main inputs

**Raw materials** : Wheat, oats, corn, rye, sugar, flavorings.

**Equipment** : Storage silos, sorters, extruders, dryers, packaging machines.

**Workforce** : Operators, technicians, logistics personnel.

# PROJECT: PRODUCTION OF CEREAL-BASED PRODUCTS



## Market Potential

**National :** La demande locale pour des produits céréaliers sains et pratiques, comme les flocons d'avoine et barres céréalières, est en hausse, portée par les consommateurs urbains et les tendances bio.

**International :** Les marchés européens et africains offrent de fortes opportunités pour les produits naturels et bio, où le Maroc peut se positionner grâce à sa compétitivité et sa proximité géographique.

Investment (excluding land) : MAD 5 million

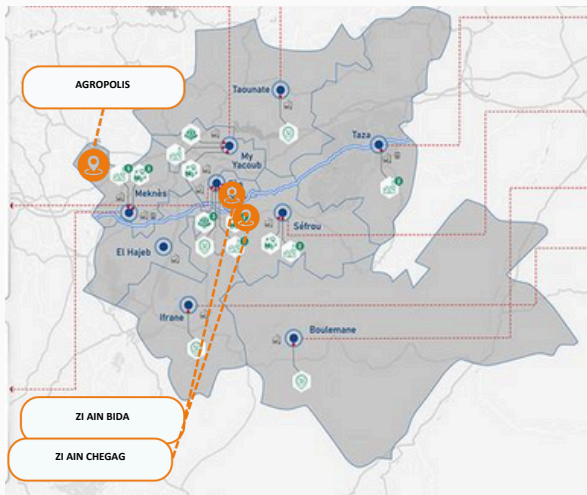
Potential revenue : MAD 30.5 million

EBIT : MAD 3.3 million

ROI : 4-5 years

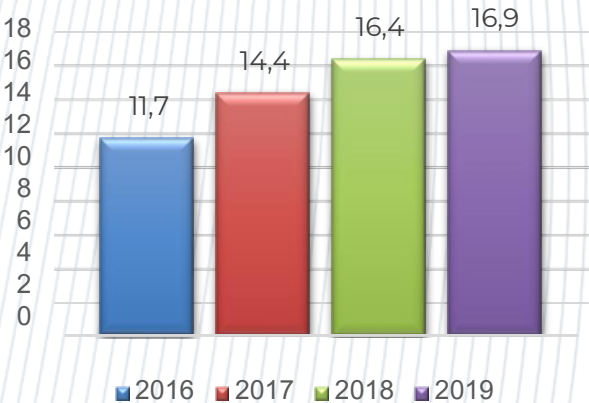
Desired land area: 2,310 m<sup>2</sup> including 1,500 m<sup>2</sup> of buildings

## POTENTIAL LAND



## Imports (M\$)

HS Code : 1904



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

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