



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

PROJECT N°36 : CHIPS AND SNACK PRODUCTION UNIT



SECTOR : AGRI-FOOD
SUB-SECTOR : POTATO PROCESSING

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Project Description

Development of a modern potato processing unit to produce chips, frozen fries, flakes, and other snacks for local and international markets, leveraging local agricultural resources.

Project Prerequisites

- Infrastructure** : Industrial land with water, electricity, and gas. Buildings for production, storage, and logistics
- Equipment** : Washing, peeling, cutting, frying, freezing, packaging machines. Quality control systems.
- Compliance** : Food and sanitary standards, national and international authorizations.

Key Indicators & Highlights

- National** : Chips market worth MAD 2 billion (2023); average consumption is 2 kg/person/year, with room for growth.
- International** : Global snack market to reach USD 500B by 2028 (4.2% CAGR). High demand for innovative snacks.

Market Growth & Size

- National** : Strong potential due to local potato availability and evolving snack habits.
- International** : Africa and MENA markets offer strong opportunities due to urbanization and lifestyle changes.

SWOT Analysis

Strengths Local potato supply; product variety.	Weaknesses Imported machinery; low domestic consumption
Opportunities Exports to Africa and MENA; interest in organic/durable snacks.	Threats International competition; input and energy price instability

Main Inputs

- Raw materials** : Local potatoes, salt, spices, vegetable oils.
- Equipment** : Sorting, cutting, cooking, packaging machines.
- Workforce** : Skilled production and logistics staff.

PROJECT: PRODUCTION OF CHIPS AND OTHER SNACKS



Market Potential

National : Morocco offers an opportunity to develop local snacks to reduce imports, promote local potatoes, and meet the growing demand for convenient and processed products.

International : African and Arab countries, which are rapidly urbanizing, represent promising markets thanks to a young population and a growing preference for ready-to-eat products.

Investment (excluding land) : MAD 11 million

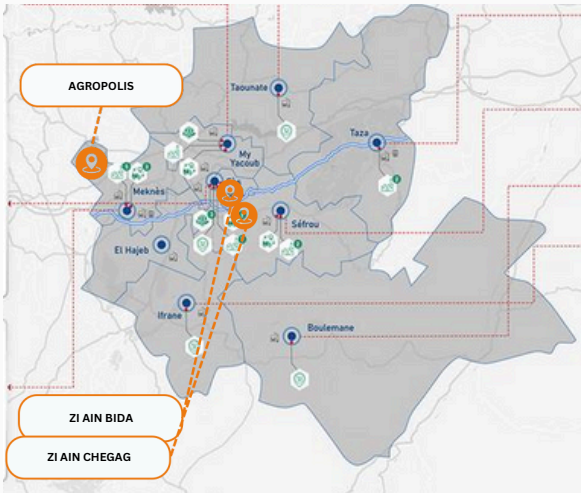
Revenue : MAD 33 million

EBIT : MAD 3.6 million

ROI : 5–6 years

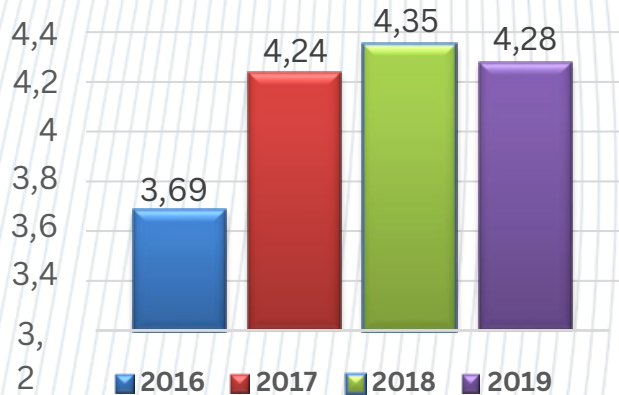
Desired land area : 3,080 m², including 2,000 m² of buildings

POTENTIAL LAND



Imports (\$M)

HS Code : 200520



Project complexity : (*)



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