



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

PROJECT N°42 : CONFECTIONERY PRODUCTION UNIT



SECTOR : **AGRI-FOOD**

SUB-SECTOR : **BISCUITS, CHOCOLATES**

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PROJECT DESCRIPTION

Creation of a production unit offering a variety of sweets, chocolates, and confections, meeting growing demand for high-quality sugary products while ensuring top manufacturing standards.

PROJECT PREREQUISITES

- **Infrastructure** : Modern equipment for molding, coating, and packaging.
- **Supply** : Partnerships with raw material suppliers (sugar, cocoa, flavorings).
- **Compliance** : Certifications for national and international markets.

KEY INDICATORS & HIGHLIGHTS

National : Moroccan confectionery market estimated at MAD 1.2 billion in 2023, with growing demand for sugar-free and organic products.

International : Increasing global interest in innovative, sustainable confections.

MARKET GROWTH & SIZE

National : Growing demand for gluten-free, nutrient-enriched, and premium confectionery.

International : High growth in sustainable, personalized products in Europe and Asia.

SWOT Analysis

Strengths

Growing market, local raw materials, government support.

Weaknesses

High import dependence, elevated costs, lack of standardization

Opportunities

Organic and sugar-free exports, innovation and digitization

Threats

Inflation, strict regulations, evolving food habits, foreign competition

Main Inputs

Raw materials : Sugar, cocoa, dried fruits, flavorings, recyclable packaging.

Equipment : Automatic cookers, extruders, coaters, silicone molds, laser cutters.

Workforce : Skilled food production staff, logistics and quality control.

CONFECTIONERY PRODUCTION UNIT



Market Potential

National : The Moroccan market offers strong potential for innovative confectionery products, adapted to local preferences and consumer trends such as organic and sugar-free options.

International : The European and Asian markets, which are experiencing strong growth in sustainable and personalized products, offer Morocco a strategic opportunity to expand its exports, particularly in premium niche segments.

Investment (excluding land) : MAD 19.6 million

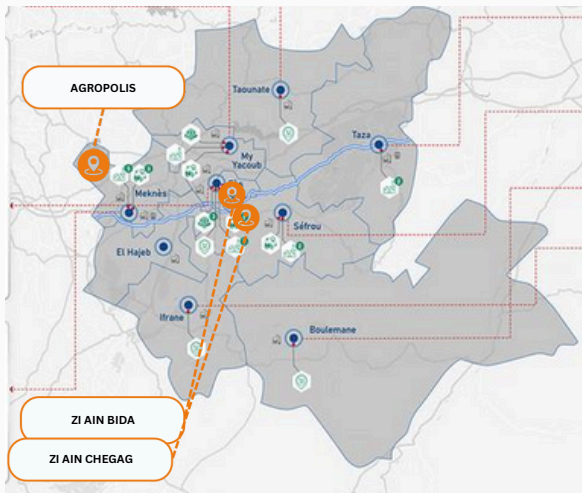
Revenue : MAD 49 million

EBIT : MAD 5 million

ROI : 6-7 years

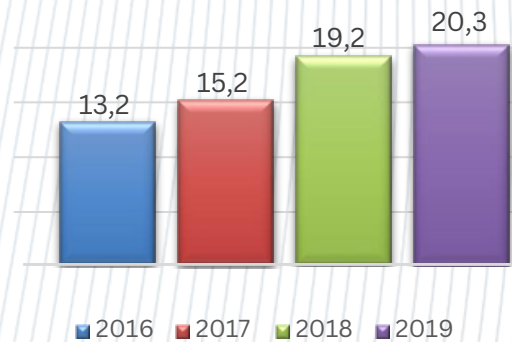
Desired land area : 3,080 m², including 2,000 m² of buildings

POTENTIAL LAND



Imports (M\$)

HS Code : 1704



Product complexity (*): -3,33 to 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)