

PROJECT N°46 : COUSCOUS
PRODUCTION UNIT



SECTOR : AGRI-FOOD

SUB-SECTOR : PROCESSING OF DURUM WHEAT

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PROJECT DESCRIPTION

Establishment of a modern industrial unit dedicated to the production of couscous, integrating both traditional and advanced processes to offer a wide variety of products for local and international markets.

PROJECT PREREQUISITES

- **Infrastructure** : Installation of modern equipment for production, drying, and packaging.
- **Supply** : Regular access to high-quality raw materials, primarily durum wheat.
- **Compliance** : Food quality and safety standards for domestic and export markets.

KEY INDICATORS & HIGHLIGHTS

National : Morocco is the world's 2nd largest couscous exporter. Local market value: MAD 2.84 billion (2023); per capita consumption: 10 kg/year.

International : Exports reached USD 51 million in 2021. Strong demand in Europe and West Africa.

MARKET GROWTH & SIZE

National : Growth driven by diversification (whole grain, organic) and changing urban preferences.

International : Moroccan couscous is gaining popularity in premium and organic segments, especially in Europe, North America, and Sub-Saharan Africa.

SWOT ANALYSIS

Strengths :

Strong Moroccan couscous reputation and stable supply.

Weaknesses :

Climate dependence and local competition.

Opportunities :

Exports to Africa and Europe; product innovation.

Threats :

International competition and volatile cereal prices.

MAIN INPUTS

Raw materials : Hybrid apple varieties, suitable fertilizers, efficient irrigation systems.

Equipment : Seeding, harvesting, and fruit packaging machines.

Workforce : Skilled farmers and technicians.

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Market Potential

National : Strong local consumption, supported by urban growth and interest in convenient products, offers a growing market for Moroccan couscous.

International : Export opportunities to expanding markets, driven by global commitments to sustainability and renewable energy.

Investment (excluding land) : MAD 30 million

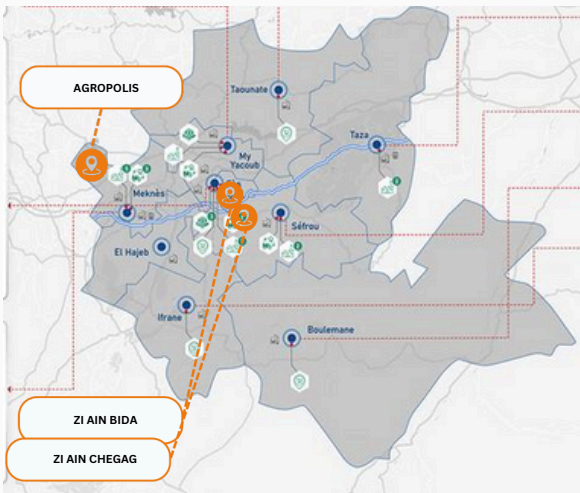
Revenue : MAD 49 million

EBIT : MAD 7 million

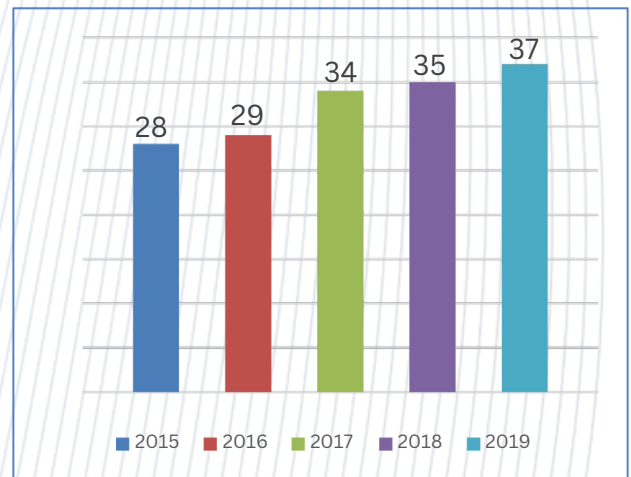
ROI : 6-7 years

Desired land area : 4,620 m² including 3,000 m² of buildings

POTENTIAL LAND



Exports (M\$)



Product complexity (*): -3,33 to 2,65
-0,9

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)