

PROJECT N° 314 : DIETARY SUPPLEMENTS PRODUCTION UNIT



Contact: M. Hicham Tounsi

Contact: M. Mohamed-Amine Mkerouad



0662837977



htounsi@mcinet.gov.ma



0662589387



mmkerouad@mcinet.gov.ma

Project Description



Manufacturing unit for natural food and nutritional supplements having a nutritional or physiological effect alone or in combination

Sector :

Agri-food

Sub-sector :

Food supplement industry



Financial indicators (estimates)

Estimated Investment :

~40 to 60 million MAD

Potential Turnover :

80 to 120 million MAD

EBITDA² :

~20 to 25%

Jobs :

40 to 60 jobs created



Key Highlights

- Given Morocco's significant potential for aromatic and medicinal plants, the strong growth of the Moroccan food supplement market, and the existing expertise.
- There is a real opportunity to position ourselves in a high value-added niche, using locally sourced inputs.



Product Complexity

Product Complexity Index (PCI)¹



Example of plants

✓ Rosemary, lavender, thyme, Basilil, chives, mint, sage, virtues of anise



Key Investment Advantages

Subsidies

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

Training

- Programme « IDMAJ »
- Programme « TAEHIL »

Potential land

- Agropole de Mekn s
- Agropole de Berkane
- Agropole de Beni Mellal
- Agropole d'Agadir

Financing

- Mezzanine PME
- Green Invest

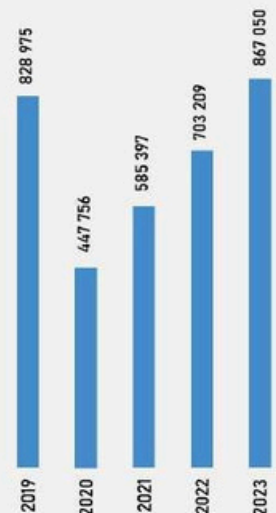


Market Growth & Size

Imports Maroc (K MAD)



Exports Maroc (K MAD)



Local



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. **Food supplements** included under chapter 210690.