



المركز الجهوي للاستثمار لجهة فاس مكناس  
CCO I CLE I OYMO I CLE I XCO CRI  
Centre Régional d'investissement de la Région Fès-Meknès

## PROJECT N°38 : FIG PROCESSING UNIT



SECTOR : AGRI-FOOD

SUB-SECTOR : FRUIT AND VEGETABLE PROCESSING - FIGS

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### PROJECT DESCRIPTION

Establishment of a modern industrial unit for fig processing, producing high value-added products like dried figs, jams, energy bars, and canned figs for local and export markets.

### PROJECT PREREQUISITES

- **Infrastructure** : Facilities for drying, processing, and packaging figs.
- **Technology** : Steady access to local fig production, especially in Taounate.
- **Compliance** : Food standards for local and international markets.

### KEY INDICATORS & HIGHLIGHTS

**National** : Morocco produces 128,000 tons of figs/year. Taounate provides 40% of production. Local market estimated at MAD 1 billion.

**International** : Growing demand in Asia and Latin America for natural fig-based products.

### MARKET GROWTH & SIZE

**National** : Rising demand for fig-based snacks and jams driven by evolving eating habits.

**International** : Growing health-conscious markets seeking natural and innovative fig products.

### SWOT ANALYSIS

#### Strengths :

Stable supply from Taounate, diverse product range.

#### Weaknesses :

Yield variability and high equipment cost.

#### Opportunities :

Exports to Europe, North America, and the Middle East.

#### Threats :

Competition from Turkey and Egypt, fluctuating input costs.

### MAIN INPUTS

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

**Equipment** : Seeding, harvesting, and fruit packaging machines.

**Workforce** : Skilled farmers and technicians.

## PROJECT : Fig Processing Unit



### Market Potential

**National :** The Moroccan market, driven by a growing demand for natural fig-based products, offers opportunities, particularly thanks to the abundant production of Taounate.

**International :** The European, North American, and Middle Eastern markets are seeking processed fig-based products, offering Morocco a strategic and competitive position

Investment (excluding land) : MAD 10 million

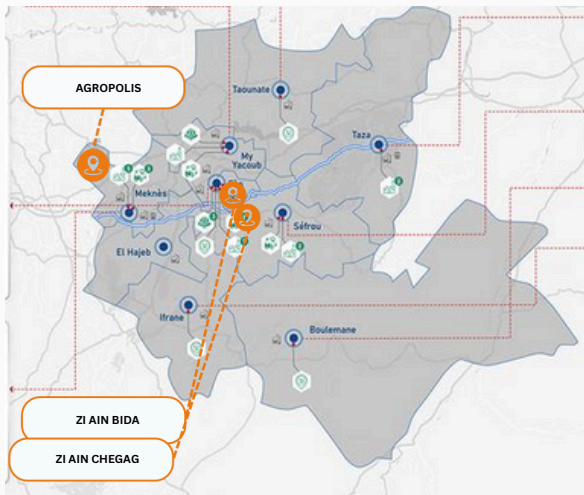
Revenue : MAD 30.5 million

EBIT : MAD 3.6 million

ROI : 6-7 years

Desired land area: 3,080 m<sup>2</sup>, including 2,000 m<sup>2</sup> of buildings

### POTENTIAL LAND



### Main importers - from Morocco - thousands of USD



### 2020 Market Share



Product complexity (\*): -3,33 to 2,65 (current value: -0,6)

## 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)