

PROJECT N° 202 : FROZEN FRUIT PRODUCTION UNIT



Contact: M. Hicham Tounsi

0662837977

htounsi@mcinet.gov.ma

Contact: M. Mohamed-Amine Mkerouad

0662589387

mmkerouad@mcinet.gov.ma

Project Description



Production of frozen fruit with the possible addition of sugars and/or other sweeteners, for the preparation of pastries, biscuits and other food products

Codes SH : 0811²

Sector :

Agri-food

Sub-sector :

Fruit and vegetable processing



Financial indicators (estimates³)

Estimated Investment :

~30 to 80 million MAD

Potential Turnover :

~50 to 100 million MAD

Potential gross margin :

~20 to 30%



Key Highlights

- Upstream agriculture is developed in Morocco, with an annual production of berries of approximately 200,000 tonnes. Morocco is the 11th largest producer of strawberries in the world, with production mainly exported to Europe for processing.
- A freezing process is rare in Morocco, offering the advantage of maintaining intact product characteristics. Freezing berries could create ready-to-use products (e.g., frozen strawberries) as inputs for other industries, such as the dairy and biscuit industries.
- Mid-range/high-end positioning to be favored because of the capital-intensive and differentiating project vs. frozen products, challenge of controlling the supply chain



Product Complexity

Product Complexity Index (PCI)¹
Harvard Economic Complexity

-3.33

-0.56



Main inputs

Fruits (strawberry, apricot, red fruit, others...)



Key Investment Advantages

Subsidies

- Fonds de D v. Industriel et d'Investissements (FDII)
- Programme « ISTITMAR » PME ou TPE, selon le CA

Training

- Programme « IDMAJ »
- Programme « TAEHIL »

Potential land

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

Financing

- Mezzanine PME
- Green Invest



Market Growth & Size²

Imports Maroc (USD, Mn)



Exports Maroc (USD, Mn)



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 producing the product and the economic complexity of those countries. The most complex products, which only a few countries can produce, have the highest PCI (e.g., electronics, chemicals), vs. the least complex products (e.g., raw materials, agricultural products).

2. **HS code - 'Economic complexity'**: 2008, 0813 / Trademap (World export values): 200850, 081310

3. Estimated figures are based on expert and Moroccan industrial stakeholders' insights within the value chains. Financial indicators are provided solely for informational and directional purposes and do not represent any form of commitment or guarantee.