

PROJECT N°6 : FRUIT-BASED PREPARATION PRODUCTION UNIT



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Project Description



The processing and enhancement of fruit into jams, jellies, marmalades, purees, dough, and other preparations. Manufacturing includes the stages of cooking, addition of components (pectins, sugar), pasteurization, conditioning, and packaging.

Code HS: 2007, 2008



Key Highlights

- Availability of raw materials with potential for leveraging local inputs (e.g., citrus fruits, apricots)
- High-potential sector, with competitive national expertise and investment advantages
- Opportunities particularly in the dairy and biscuit industries

Sector :

Agri-food

Sub-sector :

Food additives industry



Financial indicators (estimates³)

Estimated Investment :

~80 - 120 million MAD

Potential Turnover :

~80 - 200 million MAD

Potential gross margin (as a % of turnover) :

~20 - 30%

Average ROI

~4 - 5 years



Product Complexity

Product Complexity Index (PCI)¹
Harvard Economic Complexity

-3.33  2.56

-0.547



Main inputs

✓ Fruits: apricots, oranges, red fruits...

✓ Sugar

✓ Packaging



Key Investment Advantages

Subsidies

- ▶ Fonds de Dév. Industriel et d'Investissements (FDII)
- ▶ Programme ISTITMAR PME ou TPE, en fonction du CA

Training

- ▶ Programme « IDMAJ »
- ▶ Programme « TAEHIL »

Potential land

- ▶ Agropole de Berkane
- ▶ Agropole de Beni Mellal
- ▶ Agropole de Meknès
- ▶ 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.