

PROJECT N° 19 : FRUIT FREEZ DRYING UNIT



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Project Description



Establishment of a fruit freeze-drying unit to produce healthy, lightweight snacks with long shelf life, preserving nutrients and flavor without preservatives.

Sector :

Agrifood

Sub-sector :

Agro-industry



Financial indicators (estimates³)

Estimated Investment :

~MAD 10-50 million

Potential Turnover :

~40 - 100 Mn MAD

EBITDA:

~15% - 20%



Key Highlights

- Potential for processing and adding value to fruit, available upstream, through new techniques/technologies
- Potential international market for the consumption of fruit from freeze-drying



Product Complexity

Product Complexity Index (PCI)¹

HarvardEconomic
Complexity

-3.33 2.56

-1.03



Main Inputs Required

✓ **Fruits**



Key Investment Advantages

Subsidies

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

Potential land

- ▶ Agropolede Berkane
- ▶ Agropolede Beni Mellal
- ▶ Agropolede Meknès
- ▶ Agropolede Agadir

Training

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

Financing

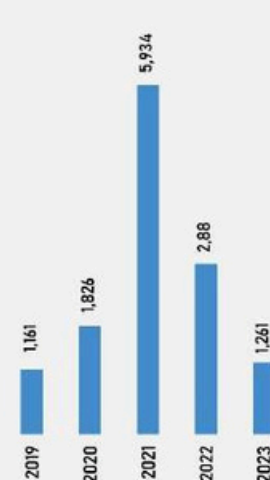
- ▶ Mezzanine PME
- ▶ Green Invest



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 that produce this product and the economic complexity of those countries. The most complex products, produced by only a few countries, have a high PCI (e.g., electronics, chemicals), versus the least complex products (e.g., raw materials, agricultural products).

2. HS Code : Economic complexity: 2007 / Trademap (World export values): 2007, 2008

3. The financial figures presented are estimates based on expert and industry perspectives within these sectors. They are provided solely for indicative and informational purposes and do not constitute a form of commitment or guarantee.

Sources: Expert interviews, Harvard Economic Complexity, TradeMap, Press Research