

# PROJECT N° 205 : INFANT FLOUR PRODUCTION UNIT



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## Project Description



Production of flour or infant food preparations, mainly cereal-based, and according to different possible preparations - example: uncooked, precooked and cooked or instant

Codes SH : 190110



## Key Highlights

- Significant import levels (~430M MAD in 2020) of infant flours, with many strong brands present on the market (e.g. Cerelac, Blédina)
- Strong cereal production in Morocco, with industrial milling activity showing a sustained pace
- Strong potential for import substitution, but also for export in sub-Saharan Africa, which is experiencing strong population growth
- Three distribution possibilities: setting up a strong brand (own), selling under a "white label" (example: for LMSS) or subcontracting for already established players
- Main prerequisites: know-how, essential halal/kosher labeling, choice (or manufacture) of quality packaging.



## Product Complexity

Product Complexity Index (PCI)<sup>1</sup>

Harvard Economic Complexity

-3.33

-0.08

2.56



## Main inputs

- ✓ flours
- ✓ Groats
- ✓ Starch
- ✓ Starches



## Key Investment Advantages

### Subsidies

- ▶ Programme « ISTITMAR » PME ou TPE, selon le CA

### Training

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

### Potential land

- ▶ Agropole de Beni Mellal
- ▶ Agropole de Meknès

### Financing

- ▶ Mezzanine PME
- ▶ Green Invest

## Sector :

Agri-food

## Sub-sector :

Grain processing



## Financial indicators (estimates<sup>3</sup>)

Estimated Investment :

~10 to 20 million MAD for a production of 80T per month

Potential Turnover :

~20 to 50 million MAD

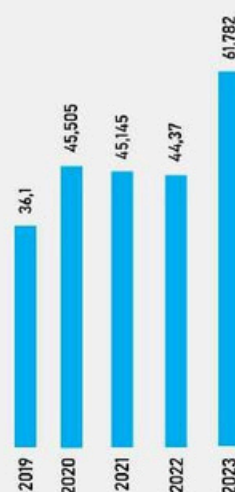
Potential gross margin :

~20 to 30%

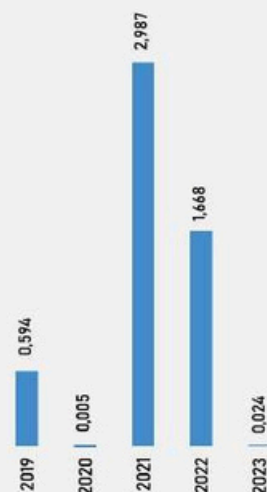


## Market Growth & Size<sup>2</sup>

### 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.