

PROJECT N° 306 : JUICE CONCENTRATE PREPARATION UNIT



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Project Description



strengthening of juice concentrate production capacities, particularly for fruits not available in Morocco, enabling it to improve its price competitiveness and position itself on the African continent

Main customers

- Fruit and vegetable processing industry, beverage industry, dairy industry

Sector :
Agrifood

Sub-sector :
Processed fruits and vegetables



Financial indicators (estimates)

Estimated Investment :

~50 - 100 Mn MAD

Potential Turnover :

~60 Mn MAD per unit

EBITDA² :

~15% - 20%

Jobs :

~50 jobs



Key Highlights

- Significant imports of juice concentrates by secondary processing industries
- Need to meet the national need, particularly for fruit juice concentrate not available in Morocco

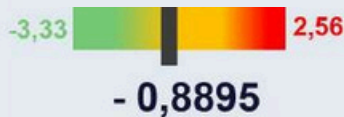


Market Growth & Size



Product Complexity

Product Complexity Index (PCI)¹



Main Inputs Required

- ✓ Fruits
- ✓ Sucre
- ✓ Emballage



Key Investment Advantages

Subsidies

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

Training

- Programme « IDMAJ »
- Programme « TAEHIL »

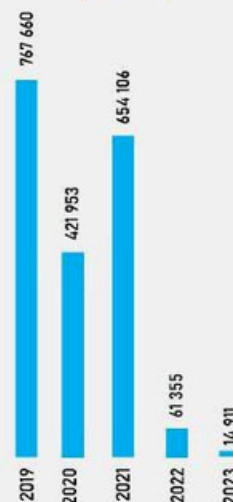
Potential land

- Agropole de Meknès
- Agropole de Berkane
- Agropole de Beni Mellal
- Agropole d'Agadir

Financing

- Mezzanine PME
- Green Invest

Imports Maroc (K MAD)



Exports Maroc (K MAD)



Egypt



France



Spain

Local

Import



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, 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. **EBITDA** : Earnings before interest, taxes, depreciation, and amortization.

3. **Source** : Office des Changes, TradeMap