



المركز الجهوي للاستثمار لجهة فاس مكناس  
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Centre Régional d'Investissement de la Région Fès-Meknès

## PROJECT N°45 : LONG PASTA PRODUCTION



SECTOR : **AGRI-FOOD**

SUB-SECTOR : **PRODUCTION OF PASTA**

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### Project Description

Creation of a modern industrial unit for producing long pasta (e.g. spaghetti, tagliatelle) for local and international markets, using high-quality ingredients and advanced processing.

### Project Prerequisites

- **Infrastructures** : Facilities for pasta production, extrusion, drying, and packaging.
- **Supply** : Reliable access to quality durum wheat.
- **Compliance** : National and international food safety standards.

### Key Indicators & Highlights

**National** : Morocco produces 900,000 tons of pasta annually; consumption is 12 kg/person/year. 100,000 tons of long pasta were imported in 2019.

**International** : The global pasta market will reach USD 141.8 billion in 2024, with high demand in Africa and Europe.

### Market Growth & Size

- **National** : Growing demand for convenient, enriched pasta due to urban lifestyles.
- **International** : Growth in organic and gluten-free pasta creates export opportunities.

### SWOT Analysis

#### Strengths

Demande croissante pour des pâtes de qualité et expertise industrielle locale.

#### Weaknesses

Dépendance aux importations de blé dur et forte concurrence des produits européens.

#### Opportunities

Exportations en hausse vers l'Afrique et l'Europe, et diversification des gammes de produits.

#### Threats

Fluctuations des prix du blé dur et concurrence des grands producteurs mondiaux.

### Main Inputs

- **Raw materials** : Durum wheat semolina, water.
- **Equipment** : Industrial mixers, extruders, dryers, packaging machines.
- **Workforce** : Skilled production and quality control staff.

# PROJECT : PRODUCTION OF LONG PASTA



## POTENTIAL MARKET

**National** : The Moroccan market offers strong demand for quality long pasta, with a growing preference for enriched, organic products, or those adapted to new urban eating habits.

**International** : The rapidly growing European and African markets are seeking diversified products such as organic and gluten-free pasta. Morocco, thanks to its geographical proximity and expertise, can position itself as a competitive player in these segments.

Investment (excluding land) : MAD 19 million

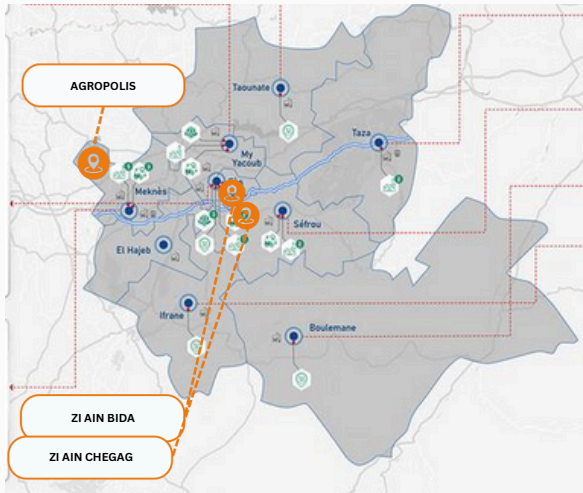
Potential revenue : MAD 37 million

EBIT : MAD 4 million

ROI : 6-7 years

Desired land area : 3,080 m<sup>2</sup>, including 2,000 m<sup>2</sup> of buildings

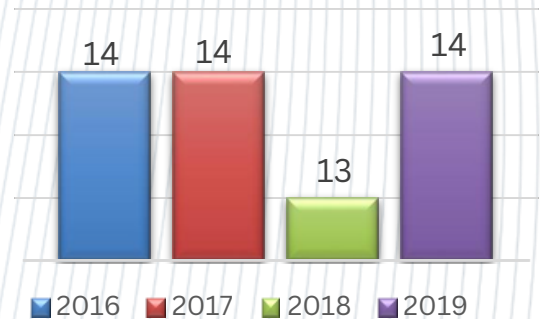
## POTENTIAL LAND



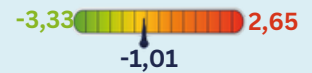
## Imports (M\$) HS

Codes : 1902

### Imports (Mn USD)



Product complexity (\*):



## The region's offer

### GEOGRAPHICAL LOCATION & CONNECTIVITY



Proximity to Europe, **starting with a 1-hour flight** from Fez, thanks to the Fez-Sais International Airport (**currently being expanded to accommodate 5 million passengers per year**).

**Road and highway network : +20% of the national network** (linked to the main ports (including Nador West Med : 2.5 hours and Kenitra : 2 hours).

**Rail network : +200 km connecting** the region's four train stations to the Kingdom's major cities.

### HUMAN CAPITAL & INCENTIVES



**Morocco's leading university** : 6 universities with over 230,000 students trained per year

**266 vocational training establishments** : Annual capacity of 75,000 places / 236 specialties and professions + **Specialized engineering schools** : 10,700 engineers in training

### INCENTIVE DEVICES

#### National Investment Charter :

- **Main device** : For projects worth at least MAD 50 million and creating 50 jobs (min) or 150 jobs. Common, territorial, and sectoral bonuses can be combined up to 30%.
- **Specific support program dedicated to very small, small, and medium-sized enterprises** (coming soon)
- **Agricultural Development Fund**

#### Regional Incentives :

- Regional Investment Land Subsidy Fund (coming soon – second quarter of 2025).
- Regional Fund to Support Investment Projects and Promote Employment (coming soon).
- Competitive land prices available for rental or sale

(\*) The Product Complexity Index (PCI) varies from -3.33 (simple products, raw materials) to 2.56 (complex products, high technology)