



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

PROJECT NO. 51 : MODERN PRIVATE RED MEAT SLAUGHTERHOUSE



SECTOR : **AGRI-FOOD**

SUB-SECTOR : **PROCESSING AND PACKAGING OF
RED MEAT**

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PROJECT DESCRIPTION

Creation of a modern private slaughterhouse for red meat production, complying with sanitary and environmental standards to deliver traceable, high-quality products for local and international markets.

PROJECT PREREQUISITES

- **Infrastructure** : Slaughterhouse with facilities for slaughter, cutting, packaging, and cold chain transport.
- **Supply** : Partnerships with local breeders for steady livestock supply.
- **Compliance** : Sanitary/environmental certifications for domestic/export markets.

KEY INDICATORS & HIGHLIGHTS

National : Morocco produces 600,000 tons of red meat/year; Fès-Meknès is a key region. Urbanization boosts demand.

International : Certified products open export opportunities to Africa and the Middle East.

MARKET GROWTH & SIZE

National : Increasing demand for traceable red meat driven by urbanization and food safety awareness.

International : Modern infrastructure supports exports to high-growth markets.

SWOT ANALYSIS

Strengths :

Stable meat consumption; halal and organic demand.

Weaknesses :

High infrastructure /equipment cost; livestock price fluctuations.

Opportunities :

Export growth; public support; certified local products.

Threats :

Meat price volatility; stricter sanitary regulations.

MAIN INPUTS

Raw materials : Cattle, sheep, goats from local breeders.

Equipment : Animal handling, stunning, slaughter, refrigeration, packaging.

Workforce : Skilled staff for slaughter, cutting, logistics.

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MARKET POTENTIAL

National : Local demand for traceable, high-quality red meat is growing with urbanization and food safety expectations, targeting distributors and restaurateurs.

International : Morocco can export to Africa and the Middle East, where demand for certified meat products is growing, supported by infrastructure modernization.

Investment (excluding land): MAD 14 million

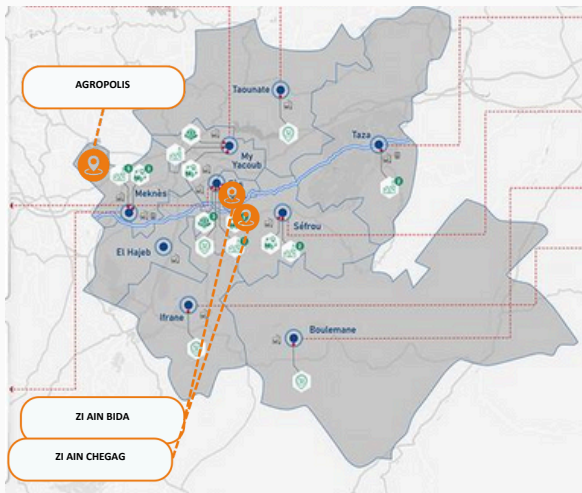
Potential revenue: MAD 97 million

EBIT: MAD 5 million

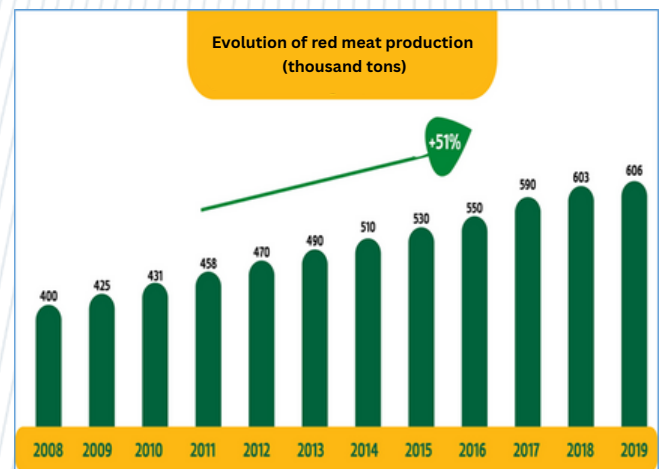
ROI: 6–7 years

Desired land area: 4,620 m² including 3,000 m² of buildings

LAND POTENTIAL



Production (Thousand Tons)



Source : Ministry of Agriculture

Product complexity : - 3,33 0,6 2,65

The region's offer

GEOGRAPHICAL LOCATION & CONNECTIVITY



Proximity to Europe, **starting with a 1-hour flight** from Fez, thanks to the Fez-Saïs 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