

PROJECT N° 173 : NUT BASED MILK PRODUCTION UNIT



Contact: M. Hicham Tounsi

Contact: M. Mohamed-Amine Mkerouad



0662837977



htounsi@mcinet.gov.ma



0662589387



mmkerouad@mcinet.gov.ma

Project Description



Production of milk from dried fruits (almond milk, nut milk, etc.) intended in particular for vegans and lactose intolerant people

Code SH : Ex220299

Sector :

Agri-food

Sub-sector :

Agro industry



Financial indicators (estimates³)

Estimated Investment :

~30 - 50 million MAD

Potential Turnover :

~80 - 120 million MAD

IRR potential :

~20 - 25%

Average ROI

~4 - 6 years



Key Highlights

- Opportunity to capitalize on local almond production
- A growing market due to new consumption habits (e.g., vegans, lactose intolerance) reflected by significant growth in imports over the past five years



Product Complexity

Product Complexity Index (PCI)¹

Harvard Economic Complexity

-3.33  2.56

-0.557



Main inputs

✓ Dried fruit

✓ Other inputs



Key Investment Advantages

Subsidies

- ▶ Fonds de Dév. Industriel et d'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

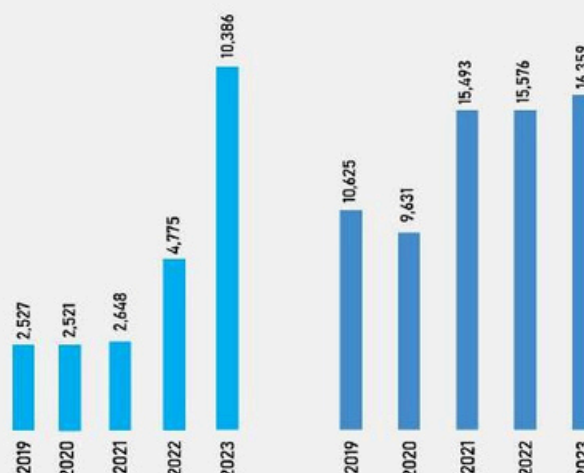
- ▶ Green Invest
- ▶ Mezzanine PME



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 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.