



المركز الجهوي للاستثمار لجهة فاس مكناس
«C.R.I.» «C.R.I.» «C.R.I.» «C.R.I.»
Centre Régional d'Investissement de la Région Fès-Meknès

PROJECT N°47 : OLIVE OIL PRODUCTION UNIT



SECTOR : **AGRICULTURE**

SUB-SECTOR : **TREE PRODUCTION**

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PROJECT DESCRIPTION

Development of a modern unit for producing extra virgin, virgin, and refined olive oil to add value to local olive production, meet domestic demand, and expand exports.

PROJECT PREREQUISITES

- **Infrastructure** : Facilities for extraction, storage, and packaging.
- **Supply** : Guaranteed access to local high-quality olives.
- **Compliance** : National and international quality standards.
- **Logistics** : Distribution networks for local and export markets.

KEY INDICATORS & HIGHLIGHTS

National : Morocco is the 7th largest olive oil producer with 1.4 million tons of olives in 2022. Fès-Meknès accounts for 27% of national production.

International : Exports reached 40,000 tons in 2022. Strong global demand for premium oils.

MARKET GROWTH & SIZE

National : Sector supported by modernization and rising demand for premium and organic oils.

International : Natural product preference boosts demand in Asia and Latin America.

SWOT ANALYSIS

Strengths :

Major global producer; strong demand for premium oils.

Weaknesses :

Climate-sensitive yields; high equipment costs.

Opportunities :

Export growth to Europe, America, and Asia.

Threats :

Competition from EU producers; volatile olive and energy prices.

MAIN INPUTS

Raw materials : High-quality local olives.

Equipment : Extraction, storage, and packaging units.

Workforce : Skilled staff for production and quality control.

PROJECT : OLIVE OIL PRODUCTION UNIT



Market Potential

Local et National : Fez-Meknes, Morocco's main olive-growing region, offers strong local potential for premium oils, particularly extra virgin and organic, meeting a growing demand for healthy products.

International: Thanks to the quality of its olives, Fez-Meknes positions Morocco on international (Europe, North America) and emerging (Asia, Africa) markets for organic and sustainable oils.

Investment (excluding land) : MAD 15 million

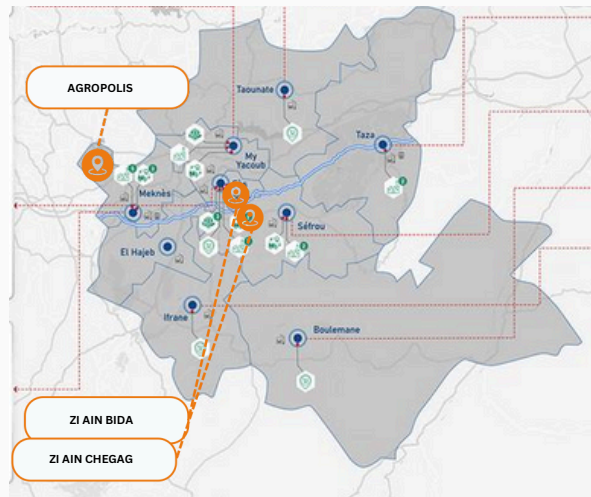
Revenue : MAD 66 million

EBIT : MAD 4 million

ROI: 7–8 years

Desired land area: 7,700 m², including 5,000 m² of buildings

POTENTIAL LAND



Exports

HS Code : 1510

Evolution of exports of olive oil and olive-pomace oils (1000T)



Évolution of table olive exports (1000T)



Source: Ministry of Agriculture

Product complexity (*) : -3,33 to 2,65 (current value: -0,61)

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

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