



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

PROJECT N°49 : OLIVE POMACE PROCESSING UNIT



SECTOR : **AGRI-FOOD**

SUB-SECTOR : **VALORIZATION OF OLIVE BY-PRODUCTS**

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PROJECT DESCRIPTION

Industrial unit for processing olive pomace, a by-product of the olive oil industry, into biofuels, compost, animal feed, and chemicals, supporting environmental and economic sustainability.

PROJECT PREREQUISITES

- **Infrastructure** : Specialized equipment for pomace processing.
- **Technology** : Collaboration with olive mills for sourcing.
- **Compliance** : Environmental and industrial permits.

KEY INDICATORS & HIGHLIGHTS

National : 1.07 million tons of olives produced in 2023. Huge potential to convert pomace into value-added products.

International : USD 1.5B global olive pomace market (2023, 5.5% CAGR). Export opportunities for biofuels, feed.

MARKET GROWTH & SIZE

National : Growing interest in renewable solutions, though pomace processing is limited.

International : Growth driven by biofuel and compost demand, especially in Europe and Asia.

SWOT ANALYSIS

Strengths :

Abundant input;
diversified applications.

Weaknesses :

Seasonal dependency;
high costs.

Opportunities :

Local partnerships;
export potential.

Threats :

Regulatory hurdles;
market competition.

MAIN INPUTS

- **Raw materials** : Olive pomace from oil mills.
- **Equipment** : Methanization, chemical extraction, and final processing installations.
- **Energy** : Electricity and industrial fuels.

PROJECT: PROCESSING OLIVE POMACE



Market Potential

National : Morocco has a promising market for biofuels and composts, driven by green policies and a high availability of olive pomace. The agricultural and energy sectors are key outlets for these products.

International : Europe and Asia, leaders in sustainable initiatives, offer growing export opportunities for biofuels, composts, and biomolecules, strengthening Morocco's position in the global green products market.

Investment (excluding land) : MAD 9 million

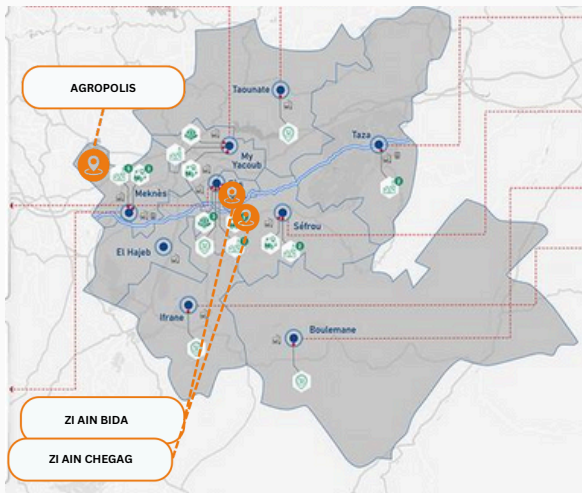
Revenue : MAD 24 million

EBIT : MAD 3 million

ROI: 6–7 years

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

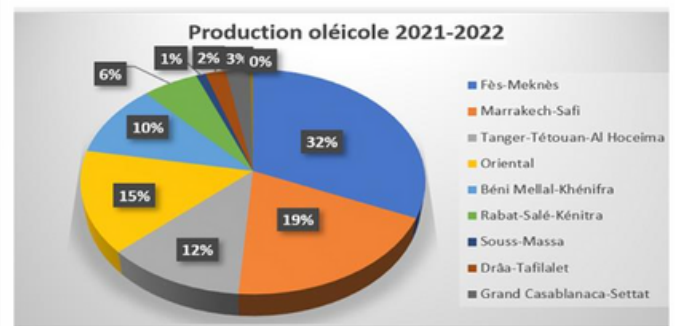
POTENTIAL LAND



PRODUCTION

378 units : Number of modern and semi-modern crushing plants in the Fez-Meknes region

1,330,000T : Crushing capacity of crushing units in the region



Source: Ministry of Agriculture

Project complexity : 3,33  2,65
-0,15

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