

PROJECT N° 16 : OLIVES AND CAPERS CANNING UNIT



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Project Description



Production of canned olives and capers. Capers are a condiment whose flavor is sought after to enhance the flavor of dishes. The olive is consumed following a process of debittering, washing, and preserving.

Code HS: 2005, 2001909011, 2001909021

Sector :

Agri-food

Sub-sector :

Fruit and vegetable processing



Financial indicators (estimates³)

Estimated Investment :

~10 to 20 million MAD

Potential Turnover :

~60 to 65 million MAD

Potential gross margin :

~20 to 25%

Average ROI :

~4-5 years



Key Highlights

- The Kingdom is among the world's leading producers of canned capers and olives.
- Attractive export demand, with growing demand in Europe and the USA.
- Potential for domestic market development with changing household consumption habits.



Product Complexity

Product Complexity Index (PCI)¹

Harvard Economic Complexity

-3.33 2.56

-0.96



Main inputs



OLIVES OR CAPERS



SALT



SODA OR POTASH



Key Investment Advantages

Subsidies

- ▶ Fonds de Dév. Industriel et des Investissements (FDII)
- ▶ Programme ISTITMAR PME ou TPE, en fonction du CA

Training

- ▶ Programme « IDMAJ »
- ▶ Programme « TAEHIL »

Potential land

- ▶ Agropole de Berkane
- ▶ Agropole de Beni Mellal
- ▶ Agropole de Meknès

Financing

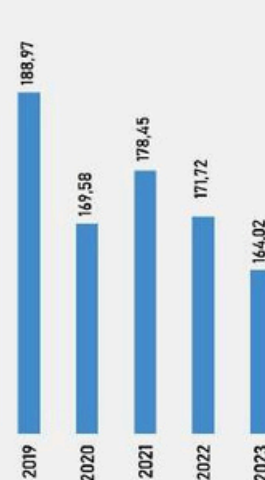
- ▶ Mezzanine PME
- ▶ Green Invest



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.