



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

PROJECT N°52 : ONION STORAGE UNIT



SECTOR : AGRI-FOOD

SUB-SECTOR : STORAGE AND PACKAGING

Contact : Ms Salma SILOULI

Email : ssilouli@fesmeknesinvest.ma

Phone : +212 6 73 73 85 33

PROJECT DESCRIPTION

Establishment of a modern storage unit in El Hajeb to reduce post-harvest onion losses, improve quality, and ensure stable supply for local and export markets.

PROJECT PREREQUISITES

- **Infrastructure** : Modern warehouses with temperature and humidity control, strategically located in El Hajeb.
- **Technology** : Trained staff in storage technology and quality standards.
- **Compliance** : Sanitary and environmental standards.

KEY INDICATORS & HIGHLIGHTS

National : Onion market valued at MAD 2 billion (2023); 23% of production from El Hajeb. Modern storage reduces losses and boosts farmer income.

International : Morocco is the 3rd largest African onion exporter with 65,000 tons exported in 2022.

MARKET GROWTH & SIZE

National : Fès-Meknès produces 51% of national output. Infrastructure modernization reduces loss.

International : Better storage enhances exports to Africa and the Middle East.

SWOT ANALYSIS

Strengths :

Strategic location, modern storage expertise.

Weaknesses :

High refrigeration cost; onion sensitivity.

Opportunities :

Post-harvest loss reduction; export growth.

Threats :

Price fluctuation; competing modern regions.

MAIN INPUTS

Raw materials : Locally grown fresh onions.

Equipment : Ventilation, cooling, shelving, pallets, sorting/cleaning machines, WMS systems.

Workforce : Skilled staff in stock and quality management.

PROJECT: ONION STORAGE UNIT



Market Potential

National : The local market is experiencing growing demand for well-preserved onions, reducing post-harvest losses and ensuring a stable supply. Local distributors and restaurants are seeking higher-quality products to meet market needs.

International : Morocco, Africa's third-largest exporter, can increase its presence in African and Middle Eastern markets. Modernizing storage facilities will ensure better preservation and offer products that meet international standards.

Investment (excluding land) : MAD 11 million

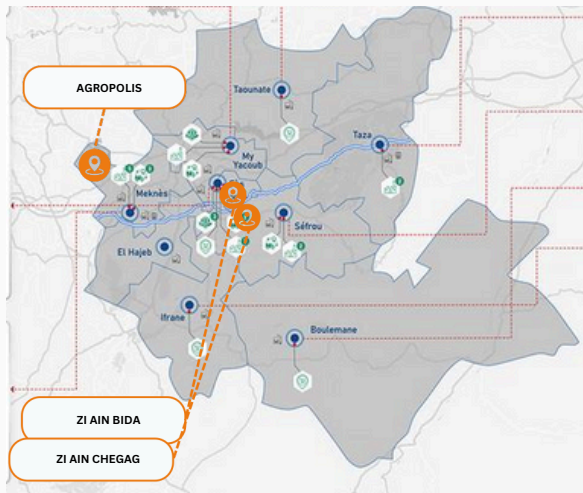
Revenue : MAD 9 million

EBIT : MAD 2 million

ROI : 6-7 years

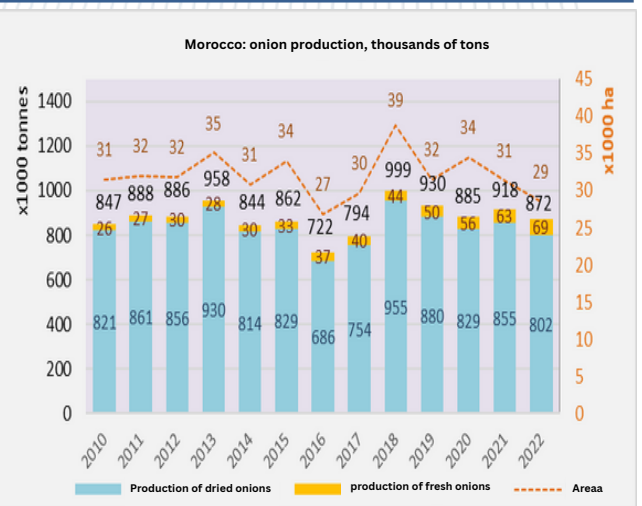
Desired land area : 1,540 m² including 1,000 m² of buildings

POTENTIAL LAND



Production (Thousand Tons)

SH Codes : 0712200000



Source : FAO Stat

Project complexity : - 3,33 2,65

The region's offer

GEOGRAPHICAL LOCATION & CONNECTIVITY



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