



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

## PROJECT N°41 : DRIED FRUITS PROCESSING AND VALUE ADDITION



SECTOR : **AGRI-FOOD**

SUB-SECTOR : **PROCESSING OF FRUITS AND  
VEGETABLES**

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### PROJECT DESCRIPTION

Establishment of an industrial unit for the processing and value addition of dried fruits, including whole dried fruits, flavored, coated varieties, and mixed products, using modern processes to enhance quality and added value.

### PROJECT PREREQUISITES

- **Infrastructure** : Equipped facility for drying, coating, and packaging. Storage space with temperature control.
- **Technology** : Modern machines for processing and packaging. Automated systems for quality assurance.
- **Compliance** : Food safety standards and required authorizations.

### KEY INDICATORS & HIGHLIGHTS

**National** : Morocco imports more dried fruits than it exports. Only 30% of Moroccans consume them regularly, indicating high local market potential.

**International** : Global dried fruits market is growing at 7.6% annually, reaching USD 11.62 billion by 2027.

### MARKET GROWTH & SIZE

**National** : Increasing adoption of dried fruits as healthy snacks and ingredients in baking and breakfast cereals.

**International** : High demand in Asia-Pacific and North America for nutritious, convenient snacks.

### SWOT Analysis

#### Strengths

Demande croissante pour des fruits secs transformés.

#### Weaknesses

Low productivity in agriculture; high equipment cost.

#### Opportunities

Untapped local market and international exports.

#### Threats

Global competition and raw material price fluctuations.

### Main Inputs

**Raw materials** : Fresh fruits (raisins, apricots, almonds, etc.)

**Equipment** : Dryers, slicers, mixers, coaters, packaging machines, quality control systems.

**Workforce** : Skilled labor for processing and logistics.

# PROJECT: VALORIZATION AND PROCESSING OF DRIED FRUITS



## Market Potential

**National :** The Moroccan market offers strong potential with growing demand for processed dried fruits, used as snacks and in the food industry. Promoting local production can reduce imports and meet consumer expectations.

**International :** Markets in Asia-Pacific and North America are experiencing strong demand for nutritious and convenient dried fruits. Morocco can capitalize on these opportunities by offering quality products that meet international standards.

Investment (excluding land) : MAD 14 million

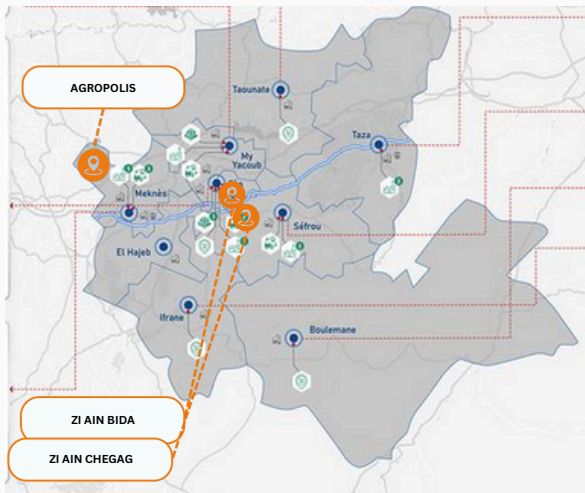
Revenue : MAD 30.5 million

EBIT : MAD 3 million

ROI : 6–7 years

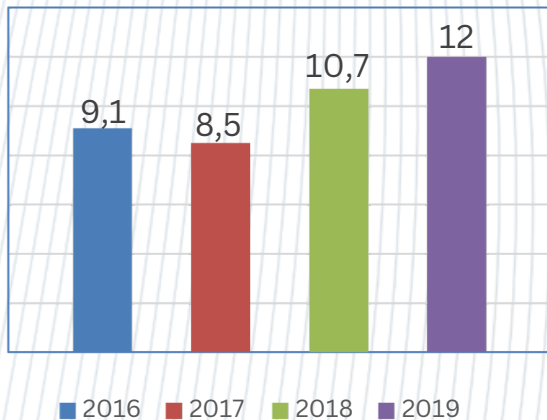
Desired land area : 1,540 m<sup>2</sup> including 1,000 m<sup>2</sup> of buildings

## POTENTIAL LAND



## Imports (\$M)

HS Code : 200799, 200811, 200819



Project complexity :



## 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