

# #26

## Project 26:

Juice concentrate preparation unit

Sub-sector:  
Processed fruit  
and vegetables



### Description

Increased production capacity for juice concentrates, particularly for fruit not available in Morocco, to improve price competitiveness and position the Group on the African market.



### Highlights

- Significant imports of juice concentrates by 2nd processing industries
- Need to meet national requirements, particularly for fruit juice concentrates not available in Morocco.



### Morocco's main importing countries

- Egypt
- France
- Spain



### Main inputs required

- Fruits
- Sugar
- Packaging



### Financial indicators

- Potential investment : ~50- 100 Mns MAD
- Potential sales : ~60 Mns MAD
- EBITDA (as % of sales) : ~15% - 20%
- Jobs : ~50 direct jobs



### Investment incentives

#### Subsidies :

- Industrial Development and Investment Fund (FDII)
- ISTITMAR SME or VSE program, depending on sales

Investment Charter \*

#### Training assistance :

- IDMAJ" program
- TAEHIL" program

#### Financing :

- Mezzanine SME
- Green Invest

(\*) According to eligibility criteria

