

#44

Project 44:

Industrial unit for the production of long pasta

Sub-sector:
Agro-industry



Description

Manufacturing unit for long pasta products, such as spaghetti, tagliatelle or linguine, based on wheat flour, for import substitution and possible export.



Highlights

- Investment to date mainly focused on short pasta in Morocco - with almost all long pasta imported, notably from Italy, contributing significantly to the 140 M MAD of pasta imports in 2020.
- Main input imported - i.e. durum wheat from Canada, renowned for its very high quality. Apart from economies of scale, this input can be blended with other types of wheat to reduce costs and selling prices.
- Simple, controlled industrial process
- A low-cost positioning could be explored with the introduction of a local brand or "white label" distribution for supermarkets.



Main inputs required

- Wheat



Financial indicators

- Potential investment : ~30 - 50 Mns MAD
- Potential sales : ~ 30 - 80 Mns MAD
- Gross margin : ~20% - 25%



Investment incentives

Subsidies :

- ISTITMAR SME or VSE program, depending on sales

Training assistance :

- IDMAJ" program
- TAEHIL" program

Financing :

- Mezzanine SME
- Green Invest

Investment Charter *

(*) According to eligibility criteria

