

#50

Project 50:

Increase in production capacity for refrigerated bricks (gable-top)

Sub-sector:
Para - Chemistry



Description

Production unit for gable-top food cartons or refrigerated cartons used to package chilled milk.



Highlights

- Imports of 40-45% of printed bricks from Saudi Arabia (180 M MAD)
- Project with a major impact on national food security, making packaging available for 1st necessity goods such as milk.
- Potential to substitute 40-50% of volumes currently imported by extending the production capacity of local player Naturepak / Elopak or attracting a new investor.



Financial indicators

- Potential investment : ~50 Mns MAD
- Potential sales : ~70 - 80 Mns MAD
- EBITDA (as % of sales) : ~20% - 28%
- Jobs : ~20 - 25 direct jobs



Investment incentives

Subsidies :

- ISTITMAR SME or VSE program, depending on sales

Training assistance :

- IDMAJ" program
- TAEHIL" program

Financing :

- Mezzanine SME
- Tamwilcom

Investment Charter *



Morocco's main importing countries

- Saudi Arabia



Main inputs required

- Cardboard

(*) According to eligibility criteria

