

#59

Project 59:

Terminal strip manufacturing unit

Sub-sector:
Electrical &
Electronics



Description

Manufacture of terminal strips used to connect 2 or more identical connectors in electrical systems to ensure stable connections and overall system ergonomics.



Highlights

- Product historically manufactured in the Kingdom, with a switch to imports after the rise of production in Asia;
- Potential for substitution by local production, especially imports from Spain



Main inputs required

- Molded plastic
- Miscellaneous screws
- Copper and other conductors



Financial indicators

- **Potential investment :** ~ 10 Mns MAD
- **Potential sales :** ~30 - 50 Mns MAD
- **EBIT to 7 years :** ~20%



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

