

# #76

## Project 76:

Expansion of MixPap and MixBand manufacturing capacity

Sub-sector:  
Packaging



### Description

Production unit for lids (Mixpap) and banderoles (Mixband) for yogurt pots, currently sourced locally.



### Highlights

- Local production structured around 1 to 2 players requiring reinforcement of the national fabric
- Quality not in line with manufacturers' needs due to the technical expertise required
- Dairy industry needs estimated at 230 MMAD in 2019, with estimated growth of 5% by 2030.



### Financial indicators

- Potential investment : ~15 - 30 Mns MAD (capacity of 4 kT per year)
- Potential sales : ~50 - 100 Mns MAD
- EBITDA (as % of sales) : ~10% - 15%
- Jobs : ~40 - 60 direct and indirect 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
- Tamwilcom



### Morocco's main importing countries

- United Arab Emirates
- Egypt
- Tunisia



### Main inputs required

- Polyethylene
- Polypropylene

(\*) According to eligibility criteria

