

#77

Project 77:

Expansion of polystyrene pot manufacturing capacity

Sub-sector:
Packaging



Description

Production unit for polystyrene yoghurt tubs based on thermoforming of polystyrene resin and dairy foil, strengthening the local fabric driven by growth in the dairy industry.



Highlights

- Existence of a single local supplier to the Kingdom's dairy industry
- Domestic industry in need of capacity-building to meet growing orders within shorter timeframes
- Dairy industry needs estimated at 230 MMAD in 2019, with estimated growth of 5% by 2030.



Financial indicators

- Potential investment : ~30 - 60 Mns MAD
- Potential sales : ~ 100 - 150 Mns MAD
- EBITDA (as % of sales) : ~10% - 20%
- Jobs : ~20 - 60 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
- Tamwilcom



Morocco's main importing countries

- Spain
- Belgium
- China



Main inputs required

- Polystyrene

(*) According to eligibility criteria

