

#78

Project 78:

Expansion of polyethylene milk pouch production capacity

Sub-sector:
Packaging



Description

Production unit for flexible PE pouches for the dairy industry, used to package milk, Lben and drinking yogurts distributed mainly in rural and some urban areas.



Highlights

- Imports of ~50% of national requirements (50 Mns MAD, included in chapter 3920100030), which could increase with growth in the dairy industry (CAGR of 5%).
- Human expertise available in Morocco, but need to improve the quality of locally produced polyethylene bags to meet the quality requirements of dairy industry operators



Financial indicators

- Potential investment : ~10 - 20 Mns MAD
- Potential sales : ~50 Mns MAD
- EBITDA (as % of sales) : ~10% - 20%
- Jobs : ~20 - 30 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

- France
- Turkey



Main inputs required

- Polyethylene

(*) According to eligibility criteria

