

Sheet N° 62 - 1/2 - Couscous and pasta production unit

Description



Manufacturing unit of about **12,000 tons per year** of pasta and couscous for the local market and for export

Main customers : Food industry, retail

Branch and sub-branch: Agro-industry / Pasta and couscous industry

Complexity of the product¹ -3,33  2,56
- 1,12

HS Code² : 1902

Key facts

- Potential in the local market with good development in recent years
- Pasta consumption growing at ~8% per year in Morocco
- Couscous market growth of ~5% per year in Morocco
- Morocco 2^e largest exporter of couscous in the world since 2020
- Export potential to West Africa and Europe: ECOWAS import growth of ~7.5% per year to reach a value of USD 88 million and European import growth of ~2.8% per year to reach a value of USD 2.2 billion between 2015 and 2019

Prerequisites ⁽³⁾

- Possibility of improving cost competitiveness by blending durum wheat imported from Canada (known for its quality but quite expensive) with other types of wheat

Market indicators

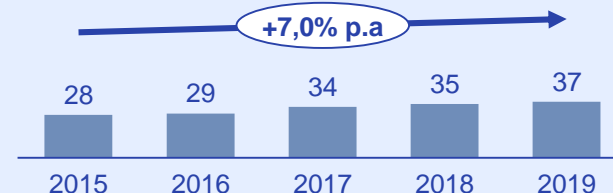
Target market(s) :

Target market(s), (from highest to lowest priority) to be addressed :

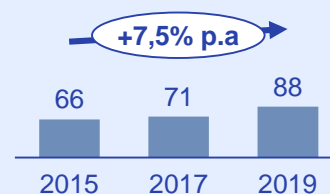
- +** Local
- Export to ECOWAS and Europe (France, Germany)
- National to support growth

Market size and development

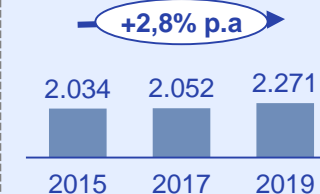
Couscous and pasta exports from Morocco in Mns USD ⁽⁵⁾



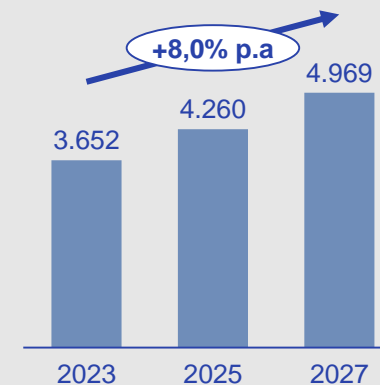
Import of couscous and pasta by ECOWAS in Mns USD ⁽⁵⁾



Couscous and pasta imports by Europe in Mns USD ⁽⁵⁾



Estimated evolution of the pasta market in Morocco in Mns DH ⁽⁴⁾



(1) Product Complexity Index: Diversity and sophistication of the know-how required to produce a product. The PCI is calculated according to the number of countries that produce the product and the economic complexity of these countries. The most complex products, those that only a few countries can produce, have the highest PCI (e.g. electronics, chemicals) vs. the least complex products (e.g. raw materials, agricultural products). Source: Harvard economic complexity

(2) Customs nomenclature taking into account the following codes: 190211, 190219, 190240. Source: TradeMap

(3) Study of the Moroccan market for pasta and couscous by the French Chamber of Commerce and Industry of Morocco

(4) Source: TradeMap



Sheet N° 62 - 2/2 - Couscous and pasta production unit

Financial indicators (indicative per project) :

Potential investment	40 - 50 Mn MAD
Turnover	50 - 100 Mn MAD
Estimated selling price	5 - 10 MAD/Kg
ROI	~3 - 5 years
EBITDA (as % of sales)	12 - 20%
Jobs	~50

Human resources

HR skills needed

- Food engineer, production technicians, machine operators, quality manager, workers

Training offers

- Agro-Industry sector - CMC Agadir

Raw materials and suppliers

Main inputs

- Wheat

Main suppliers

- Canada (Durum wheat)

Investment elements

Potential land

Priority provinces

- ✓ Laayoune
 ✓ Es Smara
 ✓ Tarfaya

Type of land

Private state domain
(e.g. Es-Semara)

Area

2500 m²

Average land price

Unified Regional Investment
Commission (CRUI)

Mode of mobilisation

Unified Regional Investment
Commission (CRUI)

Main investment benefits

Grant

ISTITMAR SME

Support for training

IDMAJ Programme, TAHFIZ Programme,
TAEHIL Programme

Other

Financing by MEZZANINE SME

Contacts

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