

An overview of Moroccan agri-Food industry offering numerous investment opportunities

I-Morocco offer a unique combination of competitive advantages :

Connected platform

- Strategic location : 14km from Europe
- Best sea connectivity in Africa
- 1st Global Free Zone of the Year 2019 in Africa (Tanger Med is connected to 186 ports in 77 countries)

Best in Infrastructure Quality in Africa

- 17 international airports ,
- 13 ports dedicated to trade
- 1,800 km highway network
- 1st high speed train in Africa reaching 350 km/h

Cost competitiveness

- Competitive labor & administrative costs

Dedicated industrial zones offering targeted services to agri-food industry companies







Free-trade agreements with more than 100 countries leading to free access to more than a billion-strong consumer market.

Concrete Government support measures to investors in order to develop the agri-Food industry

II- A dynamic and diversified agricultural upstream

Easily accessible local sourcing & Diversified agricultural productions with long grow season

Annual prod. (2018, t)

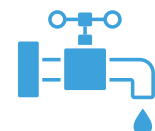
	Cereals	Soft wheat	4 900k
		Barley	2 900k
		Durum wheat	2 400k
	Sugar	Sugar beet	3 700k
		Sugar cane	620k
	Oilseed	Peanut	3 200k
		Sunflower	3 800k
	Citrus (2018-19)	Orange, clementine...	2 620k
	Olives (2018-2019)		1 910k
	Potatoes		1 870k
	Tomatoes		1 410k
	Oignon		1 056k
	Melon & water melon		1 243k
	Apples		697k
	Red Fruits		318k
	Carrot		480k
	Zucchini		180k
	Sweet pepper		256k
	Other Fruits & vegetables		5 714k
	Caper		36k
	Saffron		6 k
	Meat	Poultry	710k
		Red meat	600k
	Milk		2 600k



8.7 M ha utilized agricultural surface



High diversity of soil and climate over the Moroccan territory



Irrigation capacity extension + 288% in 10 years

III-Agri-Food industry a strategic sector of the Moroccan economy

The agro-industry in 6 key figures



> 153k
jobs



22%
of industrial jobs



> 2,300
companies



\$11.8 bn
annual revenues*



\$ 3.4 bn
export turnover



\$ 3 bn
yearly added
value*



7 priority sectors offering opportunities
to investors



Valorization of citrus and other fresh fruit
and vegetable



Citrus , Fruits and vegetables processing



Olive oil industry



Processed meat industry



Biscuits, confectionery and chocolate



Pasta and couscous industry



Dairy industry



Overview of citrus and other fresh fruits and vegetables valorization

Investment thesis

- Large citrus production offering valorization opportunities (production level exceeding current transformation capacities)
- Remarkable organoleptic properties of Moroccan citrus
- Diversified varieties allowing long harvest periods: clementine, Maroc late, Navel, Nador cott, Nules, Nour, Washington sanguine

Key figures of the sector

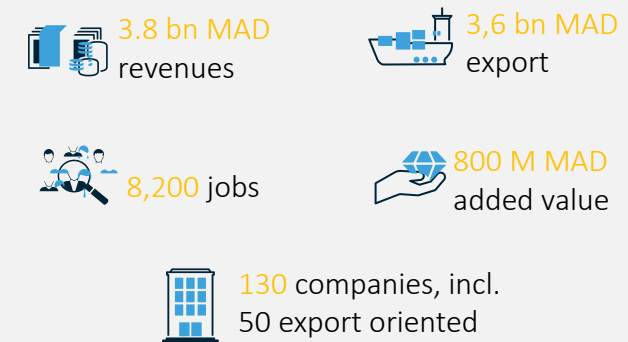


Overview of fruit and vegetables processing

Investment thesis

- Growing production of F&V for local sourcing
- Strong potential in Europe and USA for frozen and processed value added exports
- Products with remarkable organoleptic properties (sunshine, soil quality...)

Key figures of the sector





Overview of the biscuits, confectionery and chocolate industry



Overview of pasta and couscous industry



Overview of the dairy industry

Investment thesis

- Untapped export potential
- Growing export towards Africa (73% of export in 2013, vs. 29% in 2001)

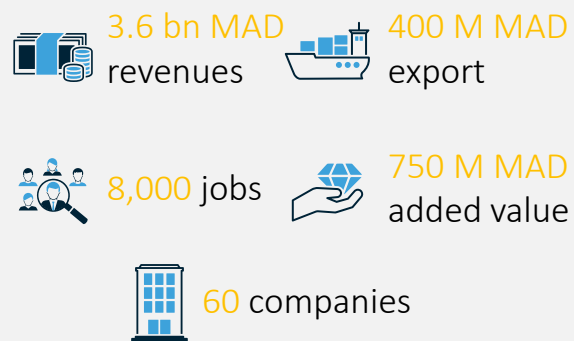
Investment thesis

- Untapped local pasta market : low consumption level (<3.5 kg / inhab.) compared to neighboring countries (e.g. Tunisia, 16 kg / inhab.)
- Strong export potential

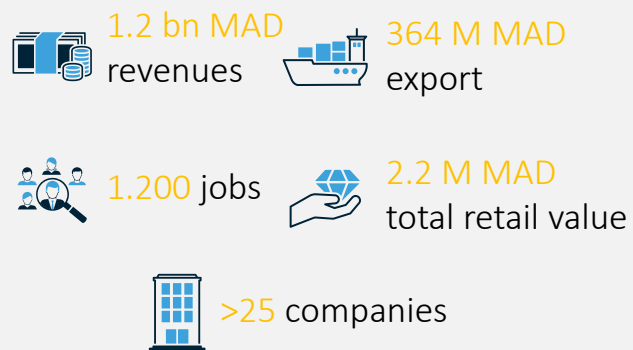
Investment thesis

- Strong projected growth of milk production (3.7 M tons by 2020)
- Incoming customs liberalization, in particular with EU
- Mature ecosystem operating around large companies

Key figures of the sector



Key figures of the sector



Key figures of the sector






Overview of the olive oil industry

Investment thesis

- Input availability: 200k tons of olive oil produced each year
- Large variety of soils (terroirs)
- Potential to produce high quality olive oil
- Strong government support along the entire value chain


Key figures of the sector

 2.2 bn MAD revenues

 730 M MAD export

 2,500 jobs

 470 M MAD added value

 160 companies, incl. 50 export oriented




Overview of the processed meat industry

Investment thesis


- Modernize and concentrate local market to capture growth
- Export to EU and other African / Arab countries with Halal label


Key figures of the sector

 3.3 bn MAD revenues

 650 M MAD export

 5,200 jobs

 450 M MAD added value

 ~50 companies (low concentration of actors)