



AGRI-FOOD INDUSTRY

OCTOBER 2021

15.3.2022 / 8966

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MOROCCO: A PLATFORM TO SOURCE, TRANSFORM & EXPORT



DYNAMIC AND DIVERSIFIED AGRICULTURAL UPSTREAM...

- **Easy access to local sourcing** thanks to a well developed **agricultural upstream** and **Additional raw materials** at reach with short lead times
- **Innovative , Green & structured** upstream

...A TRANSFORMATION PLATFORM WITH UNIQUE **COMPETITIVE ADVANTAGES**

- **Agri-food industry: good overall performance** (2100 companies, High Added value,...), with **real investment & export opportunities**
- **Competitive platform** : best cost offer, modern infrastructure & Connectivity,..
- **Attractive set of Government incentives:** tailored government support, Tax free zones & Agropoles

...ALLOWING TO ADDRESS **DYNAMIC LOCAL AND EXPORT MARKETS...**






- **Short Lead Times & FTA'S** facilitate access to **major food markets** : EU, UK , US , AU & GCC
- **Success stories:** MONDELZ, BEL, NESTLE



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EASY ACCESS TO LOCAL SOURCING THANKS TO A WELL-DEVELOPED AGRICULTURE UPSTREAM

Annual prod. (2019-2020, tons)

	Cereals	Soft wheat	1 770k
		Barley	645k
		Durum wheat	790k
	Sugar	Sugar beet	3 630k
		Sugar cane	790
	Forage crops		14 460k
	Citrus	Orange, clementine...	1 780k
	Olives		1 400k
	Fruits & Vegetables		7 190k
	Meat	Poultry	710k
		Red meat	600k
	Milk		2,6bn litre

Source: Ministry of Agriculture, Fisheries, Rural Development, water and Forest



High **diversity** of soil and climates over the Moroccan territory



Over **650 varieties** of fruits & vegetables with remarkable organoleptic properties



Additional raw materials at reach with short lead times

INNOVATIVE, GREEN AND STRUCTURED UPSTREAM

#INNOVATIVE

- **Irrigation capacity extension** + 288% in 10 years
- **Digitalized agriculture** (Development of Agriculture 4.0, use of Internet of Things - IoT, sensors, etc.)



#GREEN

- National agriculture plan « **Green Generation** » 2020 - 2030 promotes sustainable agriculture practices :
 - Use of renewable energy
 - Use of soil conservation techniques
 - State incentives for organic agriculture



#STRUCTURED

- **Successful and well-organized aggregators** supported by government incentives
- **Aggregators' success stories** in dairy and sugar industries



THE AGRI-FOOD INDUSTRY: A GOOD OVERALL PERFORMANCE

THE AGRI-FOOD INDUSTRY IN 6 KEY FIGURES



> 161K
JOBS



697 Mn\$
Investments
2014-2020



> 2100
COMPANIES



3,5Bn\$
EXPORT
TURNOVER



4Bn\$
YEARLY ADDED
VALUE



17 Bn\$
ANNUAL
REVENUES

Source : Ministry of Industry, Trade, Digital and Green Economy(2019), CNSS(2019) , Exchange Office(2020)



Morocco is of particular interest for Danone as it is stable, booming and features an economic environment conducive to investment.



FRANCK RIBOUD
Ex-CEO Of the Danone Group



THE AGRI-FOOD INDUSTRY: REAL INVESTMENT & EXPORT OPPORTUNITIES



PRIORITY SECTORS

INVESTMENT & EXPORT OPPORTUNITIES



Valorization of citrus and other fruits & vegetables

- Significant growth of Moroccan exports of **high quality and organic juices**



Fruit and vegetables processing

- Morocco **4th worldwide exporter** of canned vegetables and a mixture of vegetables
- Morocco **5th worldwide exporter** of frozen strawberry
- Morocco **7th worldwide exporter** of canned apricots



Dairy industry

- Morocco **1st supplier** of cheese to **Mauritania** , **2nd to Benin & Ivory coast**, **3rd to Burkina Faso**
- Morocco **Growth local consumption** at 5-7% annually



Pasta & couscous industry

- **Strong export potential:** Positive growth in exports to all continents



Biscuits, confectionery and chocolate industry

- World consumption growth of **8%**
- **Untapped export potential** in Middle-East and Africa



Olive Oil Industry

- **Input availability:** 140k tons of olive oil produced each year
- Morocco is a major **worldwide exporter** of olive oil



Processed meat industry

- **Local increasing market**
- **Strong potential export to halal market**

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COMPETITIVE PLATFORM : BEST COST OFFER

WELL-TRAINED HUMAN RESOURCES

+3,600 Specialist engineers & Technicians

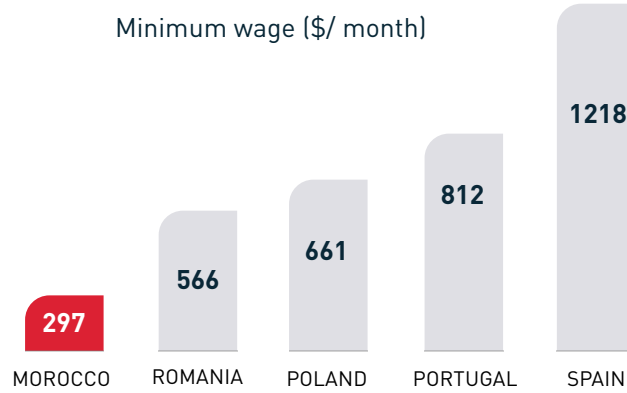


+15,000 Generalist engineers



COMPETITIVE LABOR COST

Minimum wage (\$/ month)

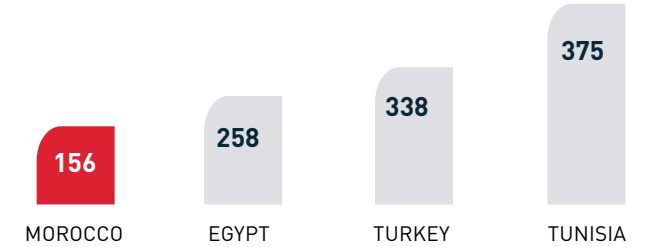


Source : Global Wage Report 2021/2020 / World Bank



COMPETITIVE COST TO EXPORT

Cost to export (\$ per shipment)



COMPETITIVE PLATFORM : BEST CONNECTIVITY

TANGIER MED PORT, THE 1ST TRANSHIPMENT PLATFORM IN AFRICA

186

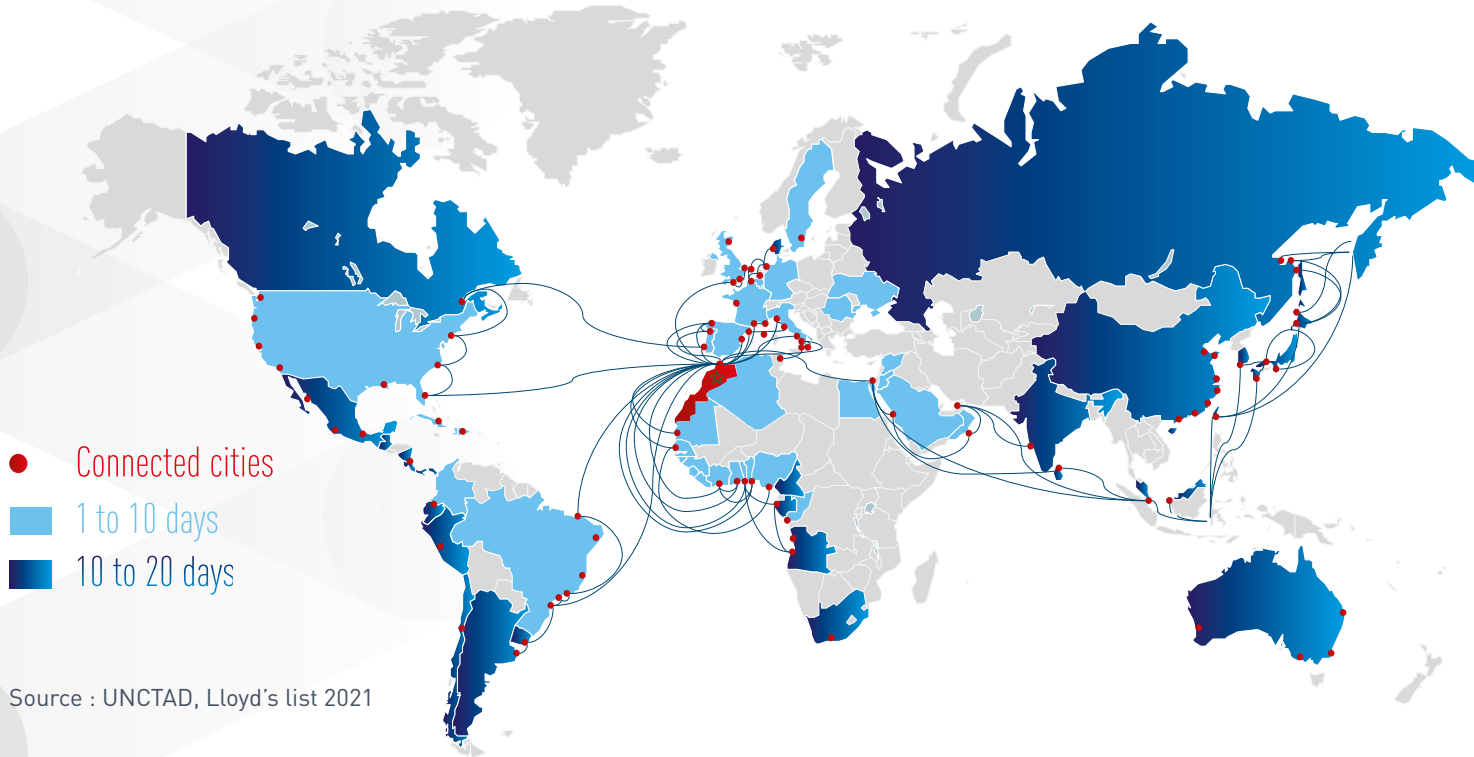
186 connections
with 77 countries

14 km

14 km from Europe

9M

Treatment capacity for
9 million of containers per year



Source : UNCTAD, Lloyd's list 2021



COMPETITIVE PLATFORM : WORLD-CLASS INFRASTRUCTURE

1ST IN AFRICA IN TERMS OF INFRASTRUCTURE & DIGITAL CONNECTIVITY

1st high speed train
in Africa
Tangier-Casablanca



18
airports

1st in Africa in terms of
accredited airports

1.808 km
of highways



AN ATTRACTIVE SET OF GOVERNMENT INCENTIVES



GOVERNMENT SUPPORT

- **Development of new valorization capacities**, new technologies and new products
- **exports development**
- **Technical assistance to reach international standards**
- **Training and R&D**

TAX FREE ZONES

- **Tax exemption**
- Unlimited **exemption on custom duties**

GOVERNMENT SUPPORT

- **Integrated offer of key services** : sanitary control, research labs, R&D, training, export control...
- Strong **connectivity** (air, road, rail)
- **Proximity** of raw material



SHORT LEAD TIMES & FTA'S FACILITATE ACCESS TO MAJOR FOOD MARKETS



- **1st** worldwide food market: **338 bn \$** imports in 2020
- **2 days** transportation by land
- **2012** - Free Trade Agreement Morocco-UE



- **3rd** worldwide food market: **100 bn \$** imports in 2020
- **10 days** transportation by sea
- **2005** - Free Trade Agreement Morocco-USA



- **4th** worldwide food market: USD 48 bn \$ imports in 2020
- **6 to 10 days** transportation by sea
- **2018** - Africa Continental Free Trade Agreement (AfCFTA) signed by 44 countries



- **5th** worldwide food market: 42 bn\$ imports in 2020
- **2,5 days** transportation by sea
- **2019** Morocco-UK Post-Brexit Association Agreement



- **8th** worldwide food market: 26 bn \$ imports in 2020
- **6 to 7 days** transportation by sea
- **2003** - UAE Agreement
- **1998** - Arab League Agreement

Source: TRADEMAP

THEY HAVE ALREADY SUCCEEDED IN MOROCCO...

SUCCESS STORY 1#: MONDELEZ



- Established in the Moroccan market **since 2001**, the American **group has invested 11 million dollars in Morocco** in the largest Oreo biscuit factory in Africa
- Employ about **1000 people** and produces **900 million biscuits** per year.



SUCCESS STORY 2#: BEL



- Established in the Kingdom in **1972**, Bel has become the leader in spreadable cheeses in Morocco
- More than **1,200 employees** and three major sites, Fromagerie Bel Maroc produces more than **500 products**.



SUCCESS STORY 3#: MITSUI & CO



- **Japanese conglomerate** "MITSUI & CO" became, **in 2018**, a shareholder of the Moroccan company "ZALAGH Holding SA"
- Leader in the Moroccan poultry sector
- **Investment of 25 million dollars.**

LARGE INTERNATIONAL GROUPS OPTED FOR MOROCCO AS AN AGRO-INDUSTRIAL PLATFORM

DAIRY INDUSTRY



BISCUITS, CONFECTIONERY AND CHOCOLATE INDUSTRY



PASTA AND COUSCOUS INDUSTRY



FRUITS AND VEGETABLES PROCESSING



OLIVE OIL INDUSTRY



PROCESSED MEAT INDUSTRY



BEVERAGES & INGREDIENTS



A STRONG SECTOR TO BE ONE OF THE LEVERS OF FUTURE DEVELOPMENT OF MOROCCO

- **Food autonomy** : new production capacities, R&D
- **Competitiveness** : technological integration, digitalization, Biodegradable food packaging, optimization of distribution channels
- **Decarbonization** of production



MOROCCO



INVEST AND EXPORT

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