

# Sheet n° 09 -1/2 - Agar-agar production unit

## Description



Production unit of agar-agar powder from red seaweed collected from local agents with a capacity of about **15 to 20 tons/year**. Product mainly used as a stabiliser, thickener and gelling agent in the food industry.

**Main customers :** Food industry

**Branch and sub-branch:** Biotechnology / Marine biotechnology

Complexity of the product<sup>1</sup> -3,33 -0,97 2,56

HS Code<sup>2</sup> : 130231

## Key facts

- Project strongly correlated with ANDA's aquaculture plan to develop the aquaculture sector (including marine biotechnology)
- Availability of resources at national and regional level: Moroccan seaweed production is growing rapidly and is estimated at 22,000 tonnes in 2020
- Morocco 4<sup>e</sup> largest exporter of Agar Agar in the world
- Morocco internationally recognised for its excellent know-how. Moroccan Agar Agar considered the best on the EU market by EUMOFA
- Internationally competitive market where success factors are innovation and capacity expansion to achieve economies of scale

## Prerequisites <sup>(3)</sup>

- Need to secure the supply of algae

## Market indicators

### Target market(s) :

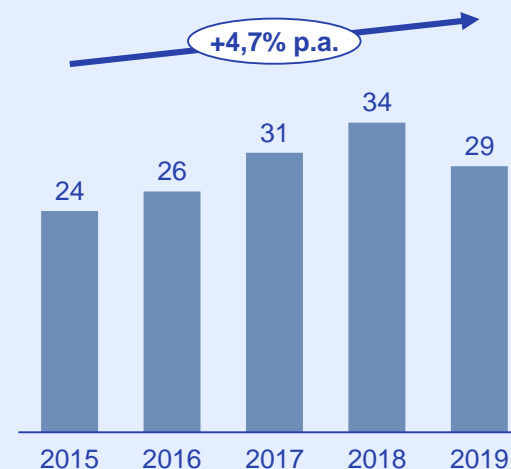
#### Target market(s), (from highest to lowest priority) to be addressed :

**+** Export to Europe (Spain, Germany, France...)

**-** National and local to a lesser extent

### Market size and development

#### Agar Agar exports from Morocco in Mns USD<sup>(5)</sup>



#### Estimated evolution of the global Agar Agar market in Mns USD<sup>(4)</sup>



(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: 1302311000, 1302319000; Source: TradeMap

(3) Study of the agar agar market by coherent market insight

(4) History of Agar Agar exports. Source TradeMap



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## Financial indicators (indicative) :

Potential investment

5 - 10 Mns MAD

Turnover

10 - 15 Mns MAD

Estimated selling price

500 - 800 MAD/Kg

ROI

4 - 6 years

EBITDA (as % of sales)

~10 - 15%

Jobs

~20

## Human resources

### HR skills needed

- Executives, supervisors, biochemical engineers

### Training offers

- Aquaculture sector - CMC Agadir

## Raw materials and suppliers

### Main inputs

- Red algae
- Bleach

### Main suppliers

- Morocco

## Investment elements

### Potential land

#### Priority provinces



Boujdour



Tarfaya

#### Type of land

Private state domain (e.g. Amgriou village)

#### Area

~2000m<sup>2</sup>

#### 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

ANDA support: training support, tax incentives, technical and economic monitoring

### Contacts



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