



المركز الجهوي للاستثمار سوس ماسة  
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Centre Régional d'Investissement Souss Massa

# AGRIBUSINESS IN SOUSS MASSA

2024



# Souss Massa, Center of Morocco

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2,8 million  
inhabitants

8%  
of the  
national  
population

+30%  
young  
people  
(between  
15 and 35  
years old)

53 789 Km<sup>2</sup>

7,6%  
of the  
country

118 656  
Farmers

Climat :  
Humid to the north  
Arid to semi-arid in the west  
Semi-arid in the center  
Saharan in the south

A major contribution to key sectors of the national economy:

- 6th National Wealth-Creating Region;
- 24,2 % Contribution to national fisheries GDP;
- 15,1 % Contribution to national tourism GDP;
- 8,4 % Contribution to national agricultural GDP.







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Why Choose **Souss Massa**  
for your **Agri-Food**  
investment?





# RICH IN RESOURCES, RICH IN OPPORTUNITIES



The **Souss Massa** Region alone produces over **65%** of fresh produce, of which more than **90%** is destined for export

Area equipped with drip drip irrigation: 108,192 ha



Irrigable area: 174 862 Ha



Agricultural added value: 10,880 MMAD



Souss Massa

Useful agricultural area: 453,445 Ha



Livestock : 2 633 800 head



Employment : 24 MJT



1st

Citrus and early produce region

+64%

Of the regional forest is covered by the argan tree

+800

Endemic species of medicinal and aromatic plants

# RICH IN RESOURCES, RICH IN OPPORTUNITIES

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## The main agricultural fields in the region

1st



**Citrus:**  
907 497 T



**ARGAN:**  
220 000 T



**Early produce:**  
1 527 000 T



**APICULTURE:**  
2 250 T



**SAFFRON:**  
3 867 Kg



**Milk:**  
320 ML



**Red Meat:**  
26 661 T

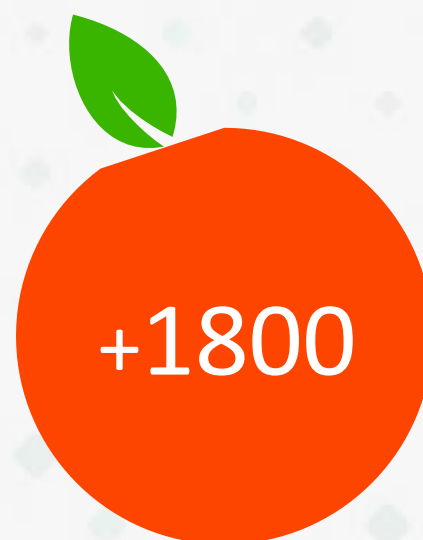
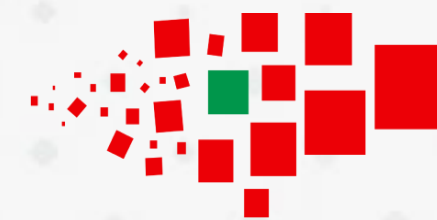


**Date Palm:**  
8 053 T



# Regional Agricultural Ecosystem

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Cooperatives



Fruit and vegetable packing stations



Cold storage units



Export groups



Milk processing units

# ECOSYSTEM AND INNOVATION

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Thanks to its City of Innovation City and sector-based clusters, the region offers a favorable framework for research and development in the **agrifood industry**

مدينة الابتكار  
CITE  
DE L'INNOVATION  
سوس ماسة SOUSS MASSA



CITY OF INNOVATION SOUSS MASSA



AGADIR HALIOPOLE CLUSTER



جمعية التكنولوجيا الزراعية سوس ماسة  
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Association Agrotechnologies du Souss Massa



AGROTECH



# Why Choose Souss Massa For your Agri-Food Investment ?

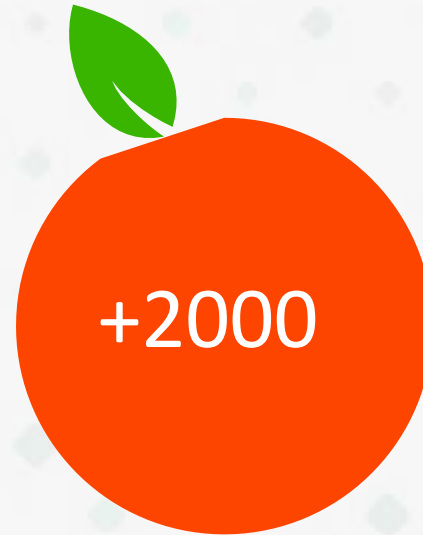
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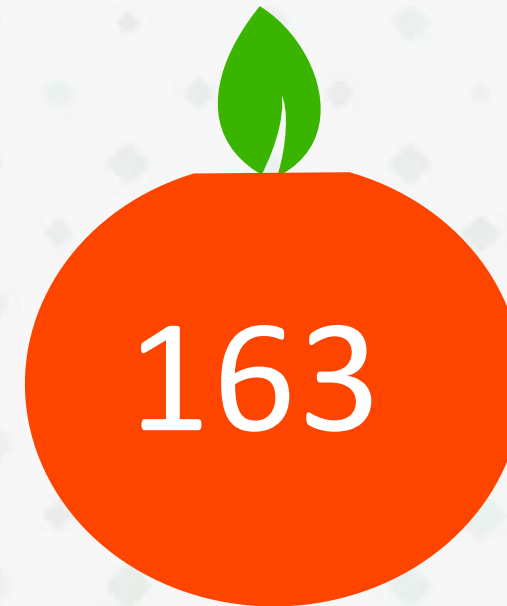


# FLOURISHING PROCESSING INDUSTRY

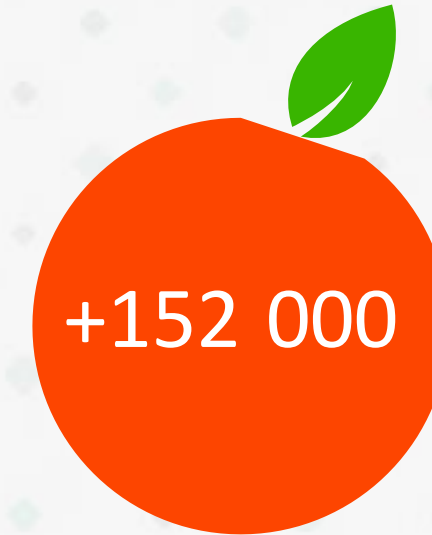
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+2000 Entreprises



163 agri-food projects under the PAI program,  
representing an investment of over MAD 4.7  
billion.



+152 000  
Job created



38% of the total investment value of  
projects carried out under the PAI.

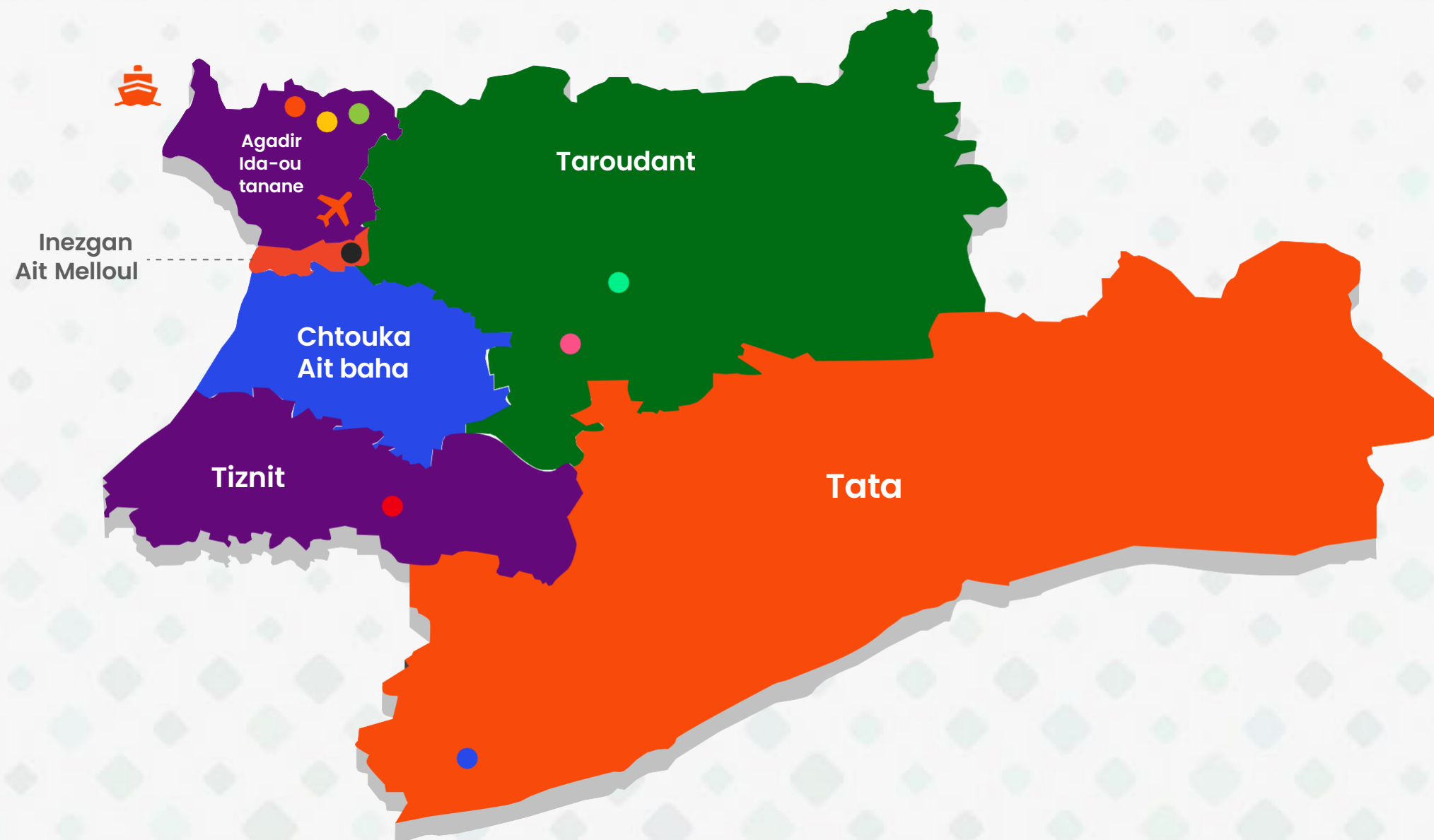


5 Industrial Zones for agri-food industry projects.



# INDUSTRIAL ZONES FOR AGRI-FOOD DEVELOPMENT

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- Agadir port
- Agadir airport
- Agadir Haliopolis Park (150 H)
- Industrial Acceleration Zone (305 Ha)
- Agadir Integrated Industrial Park (86 Ha) Logistics Zone (45 Ha)
- Ouled Teima Industrial Zone (105 Ha)
- Ahl Rmel industrial zone (300 Ha)
- Tiznit Industrial Zone (38 Ha)
- Tata economic activity zone (11 Ha)



# Diversified industrial infrastructure offer

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## Free Zone Souss Massa

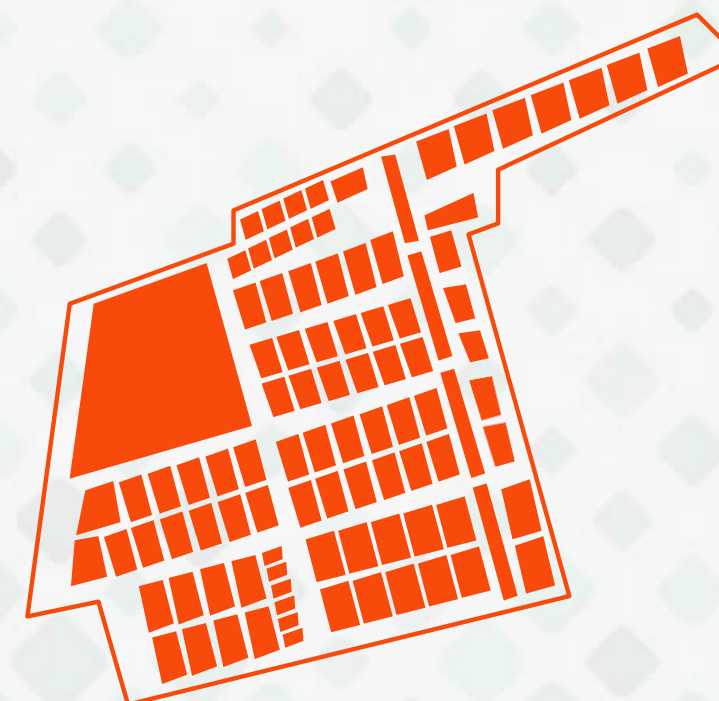
The Free Zone of **Souss Massa** is designed for high value-added export industries that generate at least 85% of their sales from exports

**1** Tax and customs advantages

**2** Proximity to a major employment basin

**3** Diverse and florissant industrial ecosystem

**4** Investment-friendly business climate



**\$**  
Sale price  
Starting at  
**450 MAD/m<sup>2</sup>**



# Diversified industrial infrastructure offer



## ADVANTAGES OF FREE ZONE:

### Foreign Exchange Office:



The FZ is considered a territory not subject to not subject to foreign exchange office rules...

### Taxation:



- Exemption from corporation tax for 5 years.
- Exemption from withholding tax on dividends repatriated abroad.
- Exemption from registration and stamp duties on incorporation, capital increases and land acquired for project purposes.
- VAT exemption on goods imported into the FZ, and on goods moving within and between the FZ.

### Customs duty:



Exemption from import, circulation, consumption, production and export customs duties



# Diversified industrial infrastructure offer

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## Haliopolis Park



- 27 km** from the port of Agadir
- 16 km** from the airport of Agadir
- 4 km** from the A7 highway

**88%**

The Haliopolis Park boasts an overall occupancy rate of 88%, with lots still available for services.

The Haliopolis Park offers companies a pleasant environment to carry out and develop their activities.





# SKILLED AND COMPETITIVE WORKFORCE

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- **Diversified training offer**
- ✓ **Rich, skilled labor pool**
- ✓ **Value of work rooted in regional culture**

## +146 000 STUDENTS

With a student body of over 146,000, Ibn Zohr University is the largest university in Morocco in terms of student numbers.

## 2,8 MILLIONS

Is the population of the Souss region Massa of which **+30%** young people (aged between 15 and 35 ) 950,000 working.



## 3 000 PLACES

at the City of Trade and Skills with 88 fields, including 21 in industry

## +18 000 GRADUATES

Including over 300 engineers.

## 162 FIELDS

**06** engineering training  
**50** masters and specialized masters  
**18** Phd training



# CITY OF TRADE AND SKILLS NEW TRAINING CENTER FOR THE AGRI-FOOD SECTOR

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## Industry

- ✓ Mechanical engineering
- ✓ Metal construction
- ✓ Electricity
- ✓ Cooling and thermal engineering
- ✓ Automotive maintenance
- ✓ Shipbuilding

**21** fields **760** PP/an



## Agriculture

- ✓ Organic farming
- ✓ Undergrowth farming
- ✓ Promotion of local products
- ✓ Agricultural consultancy
- ✓ Agro-business

**07** fields **145** PP/an



## Agri-Business

- ✓ Hygiene & quality
- ✓ Food Production
- ✓ Machine operation & maintenance

**10** fields **420** PP/an



# Connected Region

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## Strategic location in the center of Morocco

50  
lines

Regular air transport of  
passengers and goods.

800  
km

Paved roads

7  
lines

Regular for sea freight



**3 days** to Europe by boat

**1 day** to South Europe

**~ 2,400 km** to Dakar

**3-4 H** from the main European and  
African capitals

**3rd** Airoport nationwide in  
passenger trafic

**+25** Airlines linking Agadir to 50  
destinations

**1055 km** expressway linking Agadir  
to Dakhla



# INCENTIVE FRAMEWORK: NEW INVESTMENT CHARTER



The new investment charter provides for 3 categories of bonuses for investment projects 5/6 territories in the Souss Massa region benefit from the territorial bonus provided for in the new charter.

## 01 Sectoriel Bonus:

5%

Digital

Tourism and Leisure

Industry

Renewable Energy

Aquaculture

Cultural Industry

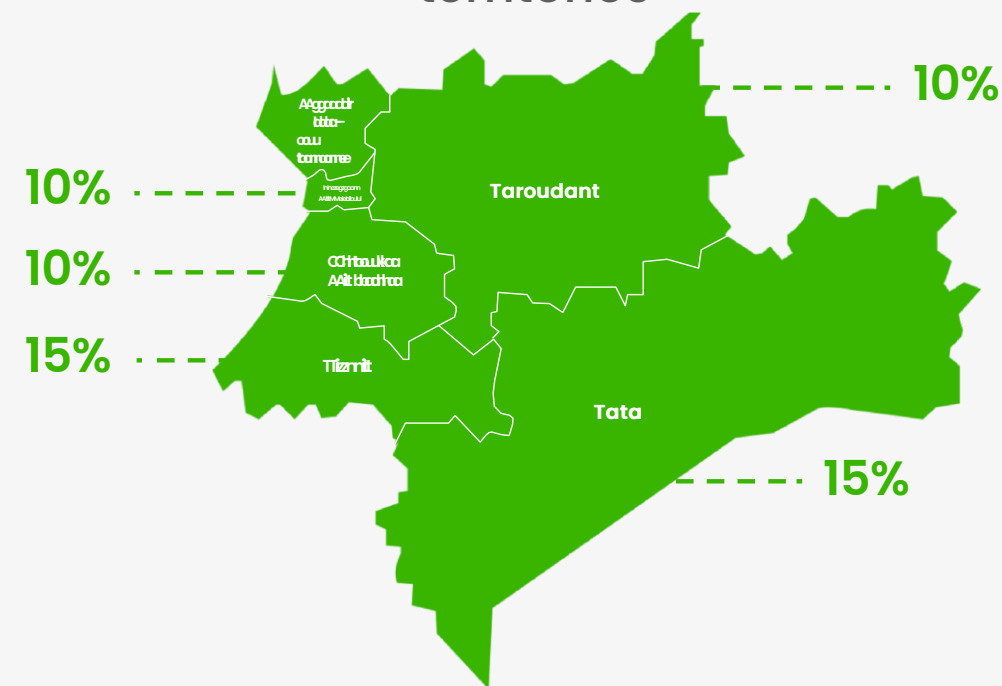
Logistics and transport

Outsourcing

Waste processing and recovery

## 01 Territorial Bonus :

Applicable to the following territories



## 05 Common Incentives:

- Employment/CAPEX ratio (from 5% to 10%)
- Gender ratio in employment (3%)
- Future-oriented and high value-added occupations (3%)
- Sustainable development (3%)
- Local integration (3%)

► Cumulative bonuses up to a limit of 30% ◀



# INCITATIONS RÉGIONALES

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**Grant to support the acquisition of industrial land**



**Employment bonus**



**Subsidy for industrial equipment acquisition**



# Some investment opportunities

## Agribusiness

- Pressed fruit and vegetable juice unit
- Fruit preparation unit (jams, fruit jellies, fruit compotes, candied fruit, etc.)
- Canned tomatoes and tomato sauces unit
- Dried fruit processing unit
- Cereal products unit
- High-potential fruit and vegetable processing unit
- Processing and packaging of spices and aromatic and medicinal plants
- Frozen fruit
- Fruit freeze-drying unit
- Industrial unit for the production of gluten-free diet products
- Industrial unit for the production of infusions from aromatic and medicinal plants
- Industrial unit for the production of dried fruit milk
- Industrial unit for the production of preserved mushrooms
- Industrial garlic processing unit
- Industrial onion processing unit
- Industrial unit for the production of processed date products

## Chocolate factory

- Production unit for cocoa-based food inputs

## Flavors and emulsions industry

- Unité de production de fragrances naturelles
- Essential oil production unit
- Flavors and emulsions production unit

## Food supplements industry

- Carob pulp powder production unit
- Carob gum production unit
- Food supplements production unit
- Natural dyes / pigments production unit
- Agar-agar production unit
- Spirulina production unit

## Aromatic and medicinal plant industry

- Production unit for spices, tea and other products

## Fats and oils industry

- Refined olive oil production unit for industrial use
- Specialty vegetable fats manufacturing unit







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