

*A local, economical and ecological
challenge*



Plant Fibers of Morocco (MoroFiP)

MoroFib'team



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**HIGH
PRICE**



MoroFiP start-up

**(+) TECHNICAL AND
SCIENTIFIC SKILLS**

BUT

**(-) IMPRECISE KNOWLEDGE ON
SCIENTIFIC
COMMERCIALIZATION**

Now and near future targeted Customer segment

NOW



Building sector (plaster-based materials)



Rope industrials



Pets Bedding



Insulating Materials

FUTUR

The Start

- * Problems Discovery
- * Prototype of fiber production at the laboratory scale

Targeting only the market of building sector

Emphasize and marketing (plaster-based materials).

2019

2021

2026

R&D and Extension:

- * Rope industry
- * pet bedding
- * insulating materials

PROBLEMS



Price is high: instability of prices;
Normal price: 25–35 Dh/kg.
Can increase up to 70 Dh/kg.



Change of the fibers quality :
at least 2 types of fibers are commercialized



Often out of stocks: fibers are imported.



SOLUTIONS



Production of the lowest possible fibers' prices



Production of high-quality fibers



local production: Ensure partial (short term) or total (long run) of market supply

(8–9) Ton/Day
endemic plants



(3–4) Ton/Day
biomass waste



**MoroFiP
Bio-refining
Process**



**1 to 1.5
Ton/day of
plant fibers**

POSSIBLE ALTERNATIVES

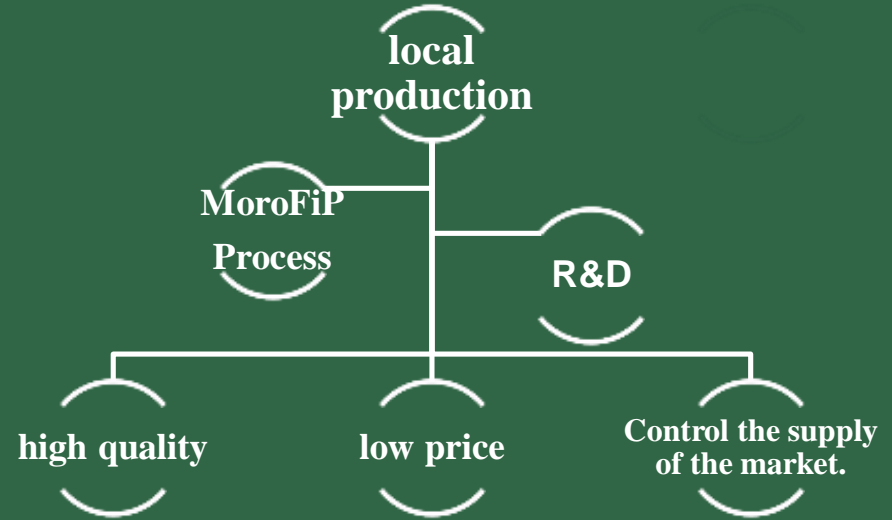
Use of synthetic fibers



- Very High price,
- low quality of the final product



The foreign exporter may reduce the price

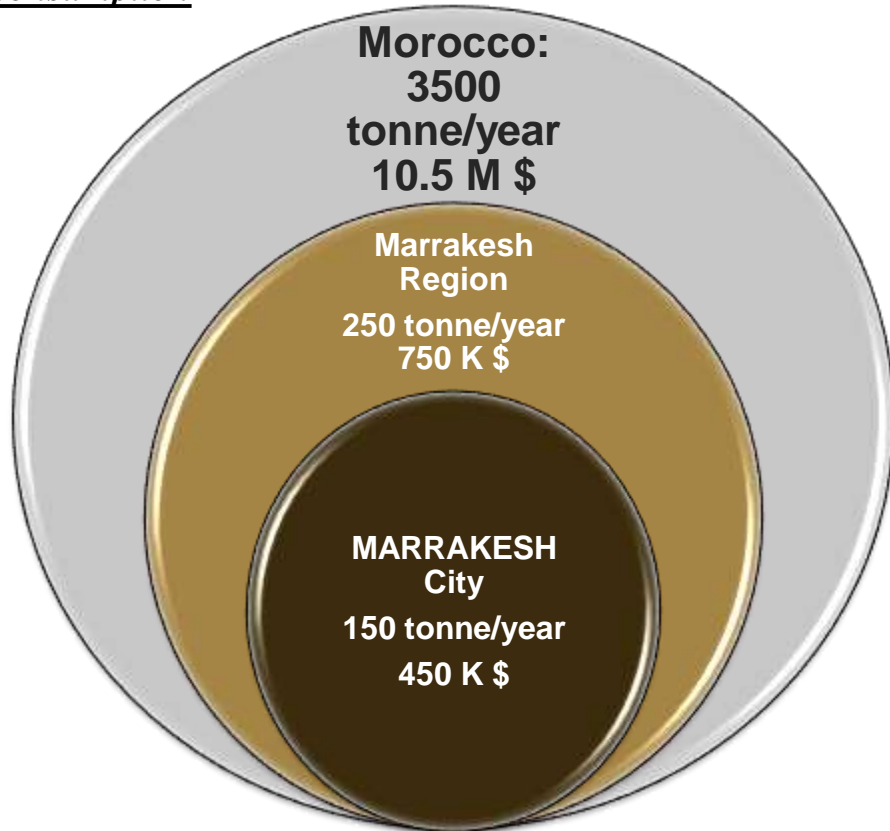


Customer segment

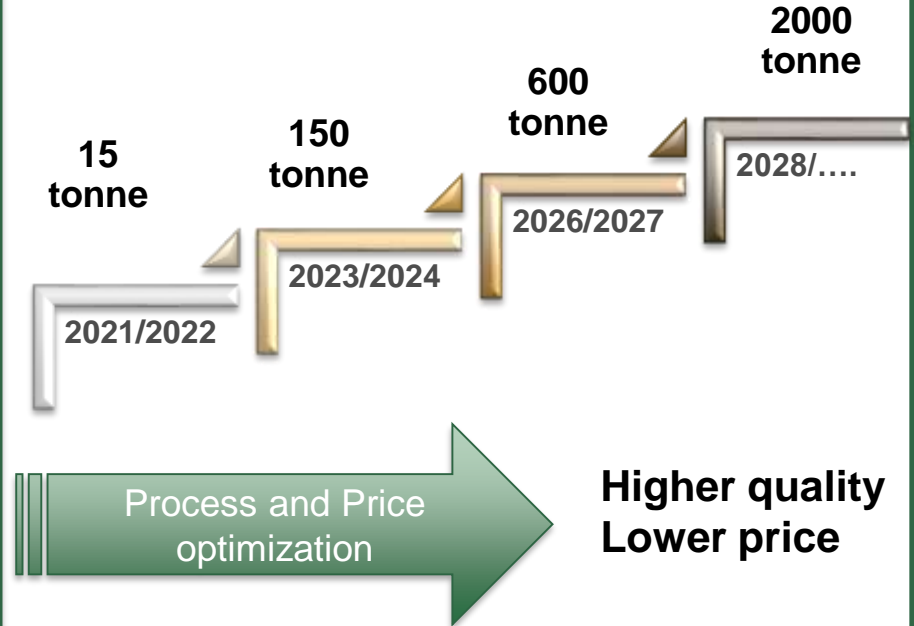
building sector market

Source :
<https://www.wgc.de>
Interviews

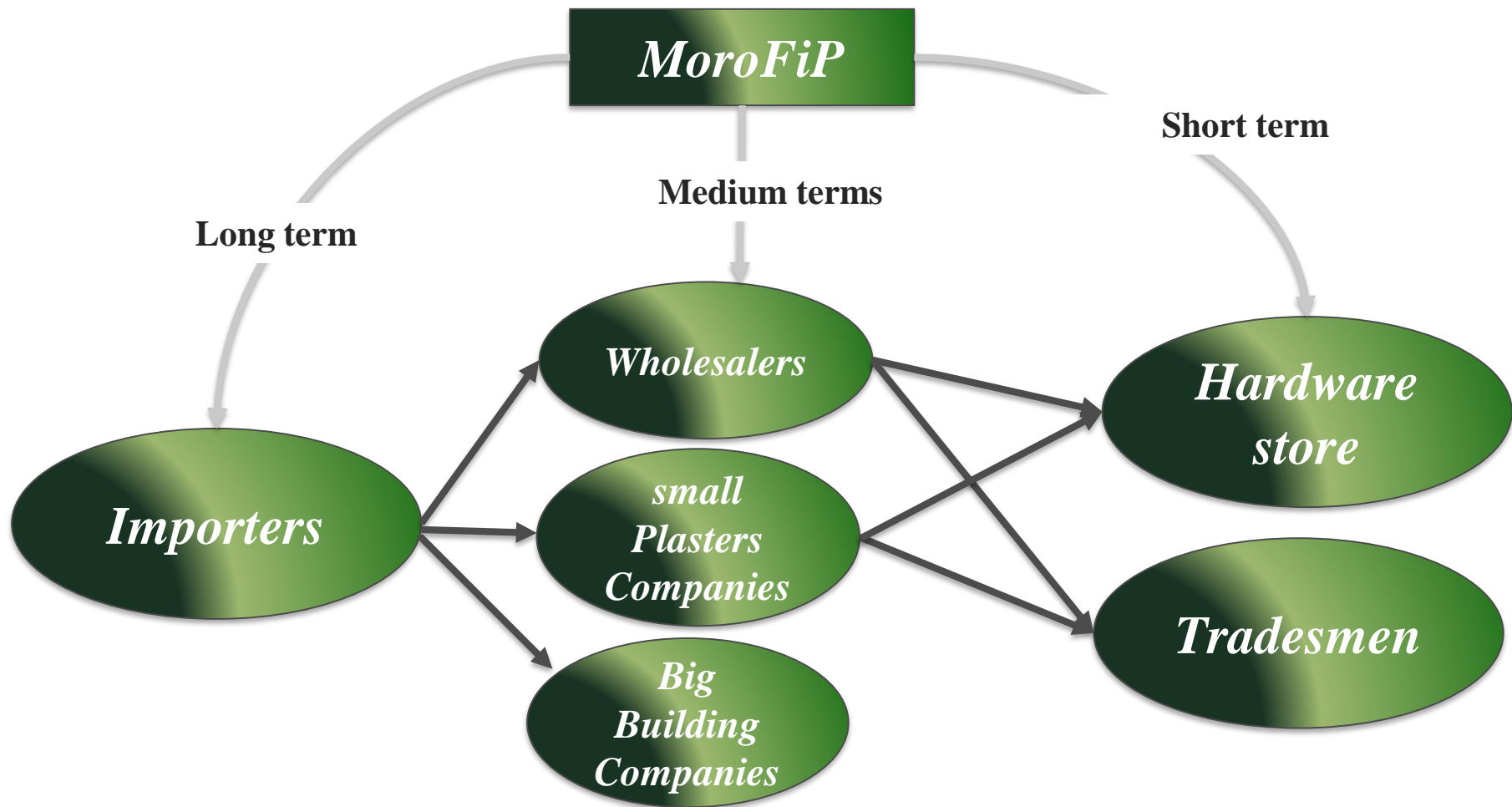
consumption



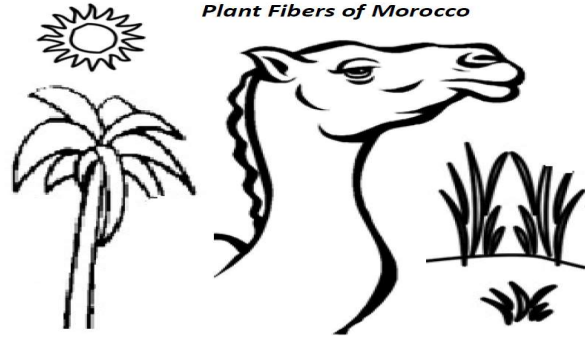
MoroFiP's production (per year)



Market Channels and selling strategy for plaster market



Thank you,



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