



## Tender

### Study of Local Added Value in Agribusiness in the Ouezzane Region (Morocco)

Deadline for submitting your offer: September 25, 2021, 12:00 p.m. (GMT, London)

The Asjen water and agricultural development project goes back to an agreement between Morocco and Qatar. It comprises two rural communities: Asjen and Masmouda, which are part of the Ouezzane province in the Tangier-Tetouan region.

The project aims to develop the water resources of the Oued Al Makhazine dam. Therefore, the irrigation zone needs to expand to 2,500 hectares. Furthermore, the project fights against poverty by improving farmers' incomes and their self-organization as well as strengthening their professional skills and the sustainable use of natural resources.

The creation of one million working days during the project's implementation and 250,000 jobs per year after the project's completion is expected. Moreover, the project aims to improve the profitability of farms in the region. Therefore, the output value needs to increase from four to 75 million dirhams per year as well as net agricultural income per hectare by more than 613% from 5,160 to 36,800 dirhams per hectare. In addition, the project hopes for the treatment of the water from the Oued Al Makhazine dam.

Nevertheless, the question arises if further processing and refinement into high-quality food products yield profit for the region. Therefore, the call for tenders is based on the hypothesis that the pre-formulated goals of fighting poverty and reducing rural unemployment can be better achieved through such local processing and value creation.

The qualitative and quantitative expansion with regard to the production of raw products can also be complemented, for example, by promoting the establishment of an industrial zone for food production consisting of SMEs and cooperatives. The local capital and know-how can thus be used in new ways.

Then, new investments could also be generated outside the region and contribute to its prosperity. They would entail the relief of the local labor market and thus an improvement in people's incomes.

Higher incomes would improve the standard of living in terms of housing, health, education, mobility, and participation in social, economic, technical, and political life. They would also relieve the state budget through additional tax revenues for companies and their employees and the reduction of transfer payments to the needy. With new government revenues, new government investments could flow, for example, in the areas of infrastructure, health, education, security, etc.

Finally, new business start-ups would mean new members for the project partners FENAGRI and the Tangier Chamber of Commerce. Local interests could be better and more effectively represented at the regional and national levels through strong companies in regional and national



business associations. Overall, this will lead to prosperity in the Ouezzane region in the medium to long term.

Building on this knowledge and based on the project's progress made so far, questions arise about the new companies' focus.

1. Which results, achievements, and challenges do the project's beneficiaries face after three project years?
2. Which open points does the project leave behind? Particularly, a possible competitive situation between the providers in the Ouezzane region due to a rather one-sided than complementary agriculture should be taken into account. In addition, the situation of the local transport infrastructure must be taken into account, which may cause higher costs due to long or arduous transport routes to regional markets and customers.
3. Which location factors does the Ouezzane region have regarding the sector's attractiveness for new investments?
4. What kind of products can be expected, to what extent and with what level of quality? How large is the demand for these new products on the local, national, and international markets? How sensible is the future local processing of the products in the region?
5. What kind of government subsidies are start-ups eligible for? What more could different levels of state organization (municipalities, provincial bodies, central government) do in order to ensure more intensity and promptness of new investments in the food industry in the Ouezzane region? Opportunities to acquire international capital, reinvestments, measures for local added value, must be taken into account. Additionally, the increase of the region's attractiveness compared to others must be considered as well.
6. Which effects can be expected to what extent from how many new businesses in which period?

The EMA invites interested parties to prepare a study on local value creation in agribusiness in the Ouezzane region (Morocco) based on the background information mentioned. The study should combine theory and practice within 60-100 pages. The study needs to be published in two languages (French/German, Arabic/English, or Arabic/German) both on the project website and in print. Therefore, the manuscript should be sent to the EMA as a docx and a pdf file containing all layout elements.

The first version of the study needs to be submitted by November 30, 2021 at 12:00 p.m. (GMT, London). The final version including the translation must be completed by December 20, 2021 at 12:00 p.m. (GMT, London).

The study is commissioned as part of a PartnerAfrica project of the EMA and the Schwerin Chamber of Commerce and Industry in the agricultural and food sector in Morocco. The project is supported by sequa gGmbH as part of the Special Initiative on Training and Employment of the German Federal Ministry for Economic Cooperation and Development (BMZ).



Bundesministerium für  
wirtschaftliche Zusammenarbeit  
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Euro-Mediterranean-Arab Association

Please send your technical offer including a cost calculation as well as the name and contact details of a contact person by September 25, 2021 at 12:00 p.m. (GMT, LONDON) to Svenja Zana ([s.zana@ema-germany.org](mailto:s.zana@ema-germany.org), subject: Study Local Value Creation in Agribusiness in the Ouezzane Region).

Offers received after this deadline will not be considered.