

Presentation of Investment Projects

Marinblu is implementing four major projects: a project to increase the business capacity of processing fish and other fish products, a project to automate the thawing, weighing, packaging and labeling line, and a shrimp cooking project.

The projects enable the increase in business capacity, which includes the construction of a new production and business facility in Izola and the introduction of automated lines for processing and packaging fish and other fish products.

Investments are necessary, because with the existing production capacity, it will not be possible to follow the demands and trends of the market without investment, which would result in a decrease in the importance and effects of processing and sales and would have a negative impact on the company's sales.

The projects aim to increase the production, processing, handling and commercial capacities of the company and thus increase the offer and assortment of fish and other fish products. The projects are intended to increase the range and quantity of processed, prepared and packaged fish and other fish products, market the brand for packaged products, find new added values for fish products, find new market opportunities, inform the media about the advantages of an integrated traceability chain from production to processing, packaging, marketing and sale of fish and other fish products, and provide professional advice to buyers and consumers through direct communication, as well as communication with the public.

All projects, i.e. the construction of a new production and business facility in Izola, the installation and launch of automated lines for processing and packaging fish and other fish products, and the shrimp cooking project, will be completed in 2026.

The objectives of the projects are:

- increasing the capacity for processing fish and other fish products, packaging products and cooking shrimp with a brand name under optimal sales conditions and achieving high added value for products,
- production, processing of new fish products and development of new methods of use and cooked shrimp,
- becoming a leading business entity in the production, processing, marketing and sale of fresh, thawed, frozen and packaged fish and other fish products in Slovenia and the region,
- expansion into new regional markets and markets in Europe,
- increasing the number of jobs, creating new employment opportunities, ensuring a stable working environment, social security and enabling personal development,

- promotion of the company and the overall image of the company, which includes material, financial and human capabilities, strengthening the relationship with customers and the general impression and raising the image of the company to the highest level business, corporate and ethical level.

The main activities of the projects are quantitative and qualitative reception, storage, manipulation, thawing, processing, weighing, packaging, labeling, palletizing, picking, transport and logistics, advertising and return of fish and other fish products. For the effective implementation of the aforementioned activities, a new and spacious production and business facility in Izola is required and the use of the latest technological equipment for the automation of business processes in the production and processing of fish and other fish products and the cooking of shrimp is required.

The expected results of the projects are:

- increasing the quantity of produced and processed fish and other fish products,
- increasing the value of sales of fresh, thawed, frozen, processed, prepared, packaged fish and other fish products,
- increasing the share of the fish segment with higher added value,
- introducing new methods of production and processing and use and consumption of the company's fish and other fish products,
- expanding operations into new geographical markets, i.e. the markets of Central and Eastern Europe and Western Europe.



European Union



European Maritime and Fisheries Fund



Republic of Slovenia

resentation of the Investment Project: Shrimp Cooking

The Marinblu company is implementing a new shrimp cooking project.

The purpose of the project is to increase the offer and assortment of fish products and thus increase sales.

The project is co-financed in the amount of 136,688.50 euros, of which 70% is covered by the European Union



**Co-funded by
the European Union**



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