Overview of Investment Projects

Marinblu is implementing four major projects: the expansion of fish and other fishery product processing capacity, the automation of the defrosting, weighing, packaging and labelling line, the shrimp cooking project, and the production modernization project.

These projects enable the expansion of operational capacity, including the construction of a new production and business facility in Izola and the introduction of automated lines for processing and packaging fish and other fishery products.

These investments are essential, as the existing production capacity would be insufficient to keep pace with market demands and trends without further investment. This would reduce the effectiveness and importance of processing and sales activities and negatively affect the company's sales performance.

The purpose of these projects is to increase the company's production, processing, handling and commercial capacities, thereby expanding the supply and range of fish and other fishery products. The projects aim to expand the range and volume of processed, prepared and packaged fish and other fishery products, strengthen the market presence of the brand for packaged products, create additional value for fishery products, identify new market opportunities, inform the media about the benefits of an integrated traceability chain from production through processing, packaging, marketing and sales, and provide professional advice to customers and consumers through direct communication and public relations.

The construction of the new production and business facility in Izola and the installation and commissioning of automated fish processing and packaging lines were completed in 2023. The shrimp cooking project was completed in 2026, while the production modernization project is scheduled for completion in 2027.

The objectives of the projects are:

- To expand and modernize fish and other fishery product processing and packaging capacities, as well as shrimp cooking operations, offering branded products under optimal sales conditions and achieving high added value.
- To produce and process new fishery products and develop new ways of using fishery products and cooked shrimp.

- To become a leading company in the production, processing, marketing and sale of fresh, defrosted, frozen and packaged fish and other fishery products in Slovenia and the region.
- To expand into new regional and European markets.
- To increase the number of jobs, create new employment opportunities, ensure a stable working environment and social security, and support personal development.
- To promote the company and its corporate identity, including its material, financial and human resources, strengthen customer relationships, improve its overall reputation and raise its corporate image to the highest business, corporate and ethical standards.

The main activities of the projects include quantitative and qualitative goods inspection upon receipt, storage, handling, defrosting, processing, weighing, packaging, labelling, palletizing, order picking, transport and logistics, complaint handling and returns of fish and other fishery products. The efficient implementation of these activities requires a new and spacious production and business facility in Izola, together with state-of-the-art technological equipment for automating business processes in the production and processing of fish and other fishery products, as well as shrimp cooking.

The expected results of the projects are:

- Increased volumes of produced and processed fish and other fishery products.
- Increased sales value of fresh, defrosted, frozen, processed, prepared and packaged fish and other fishery products.
- An increased share of higher-value-added fishery products.
- The introduction of new methods of production, processing, preparation and consumption of the company's fish and other fishery products.
- Business expansion into new geographical markets, including Central, Eastern and Western Europe.

Evropska unija
Evropski sklad za pomorstvo in ribištvo
Republika Slovenija

Overview of the Shrimp Cooking Investment Project

Marinblu is implementing a new shrimp cooking project.

The purpose of the project is to expand the supply and range of fishery products, thereby increasing sales.

The project is co-financed in the amount of EUR 136,688.50, of which 70% is funded by the European Union.

Overview of the Production Modernization Project

Marinblu is implementing a new production modernization project.

The purpose of the project is to modernize specific stages of the production process, thereby ensuring the smooth production of goods and provision of services.

The project is co-financed in the amount of EUR 189,685.00, of which 70% is funded by the European Union.

www.evropskasredstva.si

Sofinancira Evropska unija

I FEEL SLOVENIA

Republika Slovenija