

BOULOGNE-SUR-MER
HAUTS-DE-FRANCE



FILIERE HALIO
AGROALIMENTAIRE
Excellence &
Innovation

SEAFOOD SECTOR

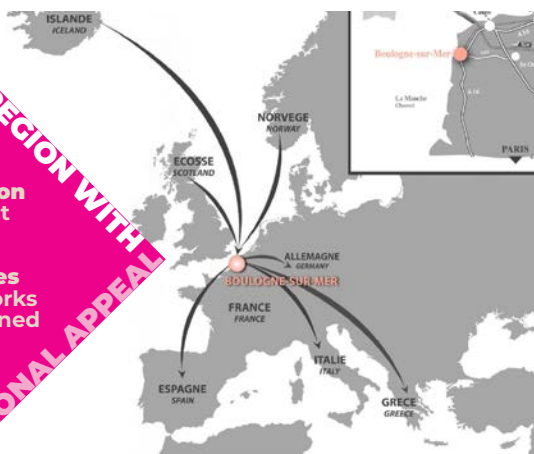


A strategic position in Europe

BOULOGNE-SUR-MER, at the heart of a highly attractive region with a genuine seafood processing and distributing know-how.

A PRIVILEGED GEOGRAPHICAL SITUATION at the crossroad of Northern & Southern Europe

BOULOGNE-SUR-MER is located at the heart of **London-Brussels-Paris triangle** (2 hours from each capital) with a privileged access to a consumer pool of **83 million consumers** within a radius of 300 km.



2nd French Region for foreign direct investment
1 in 10 employees in the region works for a foreign owned company

A REGION WITH INTERNATIONAL APPEAL

BUSINESS SET-UPS at an attractive price

The Hauts-de-France region offers highly competitive costs compared to other territory. On average, the region offers these benefits:

- ◆ 24% lower operating costs than the average for its European competitors,
- ◆ In the top 3 for real estate costs, all activities combined, compared with its European competitors.

Sector-specific TRAINING

The maritime and fisheries professionals (fishing seamen, fish wholesaler, filleter, fishmonger-scaler-caterer, quality engineer, seafood trader, import-export agent, sales representatives, logistics and R&D specialist) learn their trade in BOULOGNE-SUR-MER:

- ◆ at the **Maritime Vocational College**,
- ◆ at the **Marine and Agricultural Products training centre**,
- ◆ at the **technical college Jean-Charles Cazin**,
- ◆ at the **Université du Littoral Côte d'Opale** (university technology institute-university for vocational training).



Qualified & available WORKFORCE

This training offer guarantees the presence and availability of a qualified and specialised workforce, one of the key factors for success for business location project. The Hauts-de-France constitutes a sizeable labour market area, with :

- ◆ 43,000 industry workers
- ◆ 74,000 logistics workers
- ◆ 58,000 service workers

The regional workforce is one of the most productive in Europe.

Hauts-de-France offers a strong and dynamic food and seafood ecosystem

BOULOGNE-SUR-MER
european leading
centre in
seafood processing industry

Turnover of
€10 billion
generated by
regional food industries

53,000
food industry employees



The number 1 French fishing port

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First fishing port in France, **BOULOGNE-SUR-MER**, has a diverse fleet of more than 110 fishing boats. 70 different species of fish are landing each year at the fish landing station.

AT THE TOP of the French fisheries sector

- ◆ Tonnage landed in 2025: **32,500 tons**
- ◆ **350,000 tons** distributed and/or processed
- ◆ **200** businesses accounting for **5,000 direct jobs**
- ◆ **250,000 m³** of -0° refrigerated cold storage
- ◆ **8,000 m² of refrigerated modules** are available for warehousing.
- ◆ **More than 80 businesses** (fish wholesalers, fish retailers, salters, canners etc.) are accredited as buyers at the fish auction.

A FUTURE-FACING PORT working for its customers and consumers

The number 1 French fishing port, which is respectful of:

- ◆ **the environment** (80% of fish wholesalers are equipped with wastewater treatment stations)
- ◆ **its products**, their quality and food safety,
- ◆ **its heritage**, traditions and know-how,
- ◆ **its men and women**, all recognised professionals.
- ◆ Port Boulogne-Calais is continuing its **investment strategy amounting to around 3.2M€** in 2025 (modernisation of the IT network, new weighing and registration terminals, roadworks overhaul, ...).



REV 3 lab **NORLINK**

An accelerator program & green port initiative designed by the Hauts-de-France Region, the Chamber of Commerce & Industry enabling companies to structure, challenge and test their solutions for a more sustainable world.



FISH SPECIES SPECIALITIES at the port of **BOULOGNE-SUR-MER** (2025)

SPECIES	TONS
Sardine	3282
Saithe	3191
King scallop	2637
Mackerel	2335
Whiting	1791
Squid	1688
Cuttlefish	1186
Red Mullet	972

More than 110 vessels
from 4m to 55m

More than 600
seamen on board

6 deep-sea
trawlers

2 freezer trawlers
4 deep-sea fresh fish trawlers

43 coastal fishing
vessels

67 small-sized
fishing boats



Leading centre for the distribution and processing of seafood products

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At the crossroad of fishing areas and consumer markets, the port of **BOULOGNE-SUR-MER** is a European leading centre for seafood products.

EUROPE'S LEADING CENTRE for processing, marketing and distribution

350,000 tonnes of seafood products are processed and distributed each year in BOULOGNE-SUR-MER.

Origin of seafood products :

- ◆ Fish landed each day at the fish landing station by fishing boat
- ◆ Imported fish from breeding farm located in Northern Europe
- ◆ Shellfish farming activities and fish ponds activities,
- ◆ **Coming soon** : land based aquaculture project in BOULOGNE-SUR-MER



Most of seafood business are concentrated on **Capécure business park** located in the port of BOULOGNE-SUR-MER.

All the seafood value chain is represented.

SEAFOOD VALUE CHAIN from sea water to plate

- ◆ **The wholesale sector** provides the link between production and marketing
- ◆ **The filleting and cutting of fish**
- ◆ **The Boulonnais fish salting and smoking sectors**, accounting for 65% of national production
- ◆ **The catering sector**, constantly in search of new product concepts to satisfy consumer expectations
- ◆ **The canning sector**: more than 50 million cans of preserved fish every year
- ◆ **The cooking of exotic shrimp**, the only centre in Europe for the cooking of tropical shrimp
- ◆ **The freezing sector** which supplies mass retail and out-of-home catering customers across Europe
- ◆ **By-products**: 100% of the fish is further exploited (marine molecules cosmetics, agri-food and health industries, animal nutrition)
- ◆ **Other services dedicated to seafood processing industry** :
 - Packaging & packing,
 - Seafood traders,
 - Food industry equipment,
 - Cold storage facilities,
 - Temperature controlled cold logistics (including negative freezing).



350 000 T
of products processed
and/or distributed

3 000 jobs
in seafood processing

Turnover of
€ 1,7 billion
generated by the seafood
processing sector



Attractive real estate and land offer

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The strength of a network of companies on one site, where all activities in the marine products sector are present and inter-connected.

All the sector's activities on one site: **CAPECURE**

Sited at the Port of BOULOGNE-SUR-MER, Capécure is a business park of **209 hectares** (twice as big as the platform at Rungis) which offers:

- ◆ **A concentration of international companies** active in marine product processing
- ◆ **Research & development centre**, laboratories and innovation centres such as **AQUIMER** (national seafood & aquaculture industry cluster)
- ◆ **Direct access to the main communication routes** via the A16 motorway (Paris, Lille, Brussels).
- ◆ A cluster of **logistics and warehousing operators** (250,000m³ of negative cold storage space)
- ◆ A **20-hectare extension** to the business park on the coastline.

Located adjacent to the port and road infrastructures: **LANDACRES**

The Landacres landscaped business park, covering an area of **170 hectares**, is home to agri-food companies concerned about their environmental footprint. It offers:

- ◆ **ISO 14001 certification** for its environmental management system
- ◆ The «**Turnkey Industrial Site**» label, that is to say, it is a site immediately available, able to accommodate industrial or logistics activities.
- ◆ A **direct link** to the A16 motorway to Paris, Lille and Brussels,
- ◆ An excellent **road link** to the **CAPECURE** Business Park where there are refrigerated storage capacities.



«We are proud to operate within the ISO 14001-certified Landacres area, in the heart of the countryside and close to Boulogne-sur-Mer. We integrate our activities into an environmentally responsible approach while ensuring a high-quality supply of herring.»

Philippe GENDREAU - Head of Quality
PETIT PIERRE - (GENDREAU Group)



A company specializing in canned fish (herring, mackerel, tuna salads, etc.), with its headquarters located in the Landacres Landscaped Business Park.

Capécure
209 hectares dedicated to the sector

Landacres 170 ha
turnkey industrial site

300,000 m³
-0° cold storage



A dedicated **logistics hub**

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If **BOULOGNE-SUR-MER** is the major European platform for the distribution of seafood products. It is due to its transport and logistics capabilities and refrigerated storage capacity.

BOULOGNE-SUR-MER, A **TURNTABLE HUB** for receiving and shipping fish across Europe

Every year, **350,000 tons** of fish and sea products are unloaded at BOULOGNE-SUR-MER, imported from all over the world and then **redistributed** across the whole of Europe **in less than 24 hours**.

Thanks to its seafood road terminal coupled with private transport platforms, BOULOGNE-SUR-MER enjoys an unrivalled supply and distribution logistics operation. These optimal conditions provide the site with fluid and effective logistics. The seafood transport activity employs approximately 600 people.

The seafood road terminal (11,000m²) is the biggest in Europe. 500m long and boasting 110 loading bays, it allows simultaneous load receipt and preparation for 110 heavy road vehicles, for an estimated 350,000 tons of annual traffic.

More than 100 destinations are served daily.

Exceptional REFRIGERATED **WAREHOUSING capacity**



With a volume of **300,000m³**, the industrial-port of Capécure has a public and private refrigerated storage (-0°) capacity of **65,000 pallets**, and is unique of its type.



Boulogne-sur-Mer Seafood SIVEP

The Boulogne-sur-Mer Seafood SIVEP is the only **specialist Veterinary and Phytosanitary Border Inspection Office** in France.

It maximises the efficiency and speed of trade, for consignments of seafood products sent from Britain and received at BOULOGNE-SUR-MER.

THE PARC À COFFRES or fish boxes washing station

A facility at Capécure Nord, the Parc à Coffres or fish boxes washing station cleans more than 1.9 million packing units annually.

THALASSOTHERMY, a key project for companies at Capécure

An environmental project backed by local authority, thalassotherapy is a new eco-friendly means of supplying the buildings with heat and cooling.

600 jobs
in seafood haulage

350,000 tons
of traffic volume per year

more than
40,000 tons
of flake ice



Blue innovation & Competitiveness

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The strongest link of the French seaboard, lying at the centre of the London-Paris-Brussels triangle... the conurbation of **BOULOGNE-SUR-MER** is a territory at the leading edge of a sustainable blue economy. It is connected and creates jobs and value added.

SKILLS HUBS working for business and innovation

- ◆ The **AQUIMER national competitiveness cluster**, specialising in the value enhancement of aquatic products, supports businesses in their innovation and development projects.
- ◆ **AQUARIZE : new accelerator program** dedicated to blue innovation in the aquatic products industry, launched in 2025.
- ◆ The **NOUVELLES VAGUES innovation platform** is the only structure in Europe dedicated to aquatic products. It provides actors in the Fisheries and Aquaculture sector with pooled research and innovation resources.
- ◆ **OPALGUE : an experimental program** which aims to make the Hauts-de-France Region a territory of sustainable farming and high-added-value transformation of macro-seaweeds.
- ◆ The **HALIOCAP incubator** is dedicated to promoters of innovative project with 4 workshops and a small business workshop available.
- ◆ The **BLUE LIVING LAB** is an open innovation platform created, driven and hosted by Nausicaá, national sea centre - the largest aquarium in Europe. It is a business incubator dedicated to the blue and sustainable economy, which supports project development.
- ◆ **ANSES**, the food safety laboratory provides public decision-makers with scientific expertise; its operations are both general, for the quality and health safety of foodstuffs, and also more specific, for certain processing sectors.
- ◆ The **Campus des Métiers et des Qualifications Approvisionnement, Valorisation et Commercialisation des Produits Aquatiques Hauts-de-France** brings together all partners in secondary and higher education training and research field, institutions and the economic world of the fisheries and sea products processing of BOULOGNE-SUR-MER.
- ◆ **IFREMER** is recognised throughout the world as one of the leading marine science and technology institutes. It conducts research, produces expert reports and creates innovations for ocean protection and restoration, exploits its resources sustainably, shares marine data and offers new services to all stakeholders.
- ◆ Nearby, the «**Nutrition, health, longevity**» hub is the professional network for industry, research and healthcare, committed to innovation in health & nutrition in Hauts-de-France.
- ◆ Not far away, the **EURASANTÉ park** represents an alliance between the education, medical research and businesses specialising in the field of health. It is the biggest hospital-university campus in Europe (170 hectares).





Collective excellence

Concerned about the quality of their products, traceability and respect for sustainable development, the professionals of the **BOULOGNE-SUR-MER**, sea products sector are signed up to a variety of labels, marks, programmes and collectives.

ENHANCING QUALITY, TRACEABILITY AND SYNERGY to meet consumer expectations

- ◆ The **Marine Stewardship Council (MSC)** is a not-for-profit international NGO which fights against overfishing with a rigorous certification programme and an exacting label, which enables consumers to choose sustainable fish..



- ◆ **MR GOODFISH** is a European programme whose aim is to raise awareness among the public and professionals concerning the sustainable consumption of sea products.

It was initiated by three of Europe's biggest aquariums (Acquario di Genova in Italy, Aquarium Finisterrae in Spain and Nausicaá-Centre National de la Mer, in France).



- ◆ **PAVILLON FRANCE** is a collective mark involving all actors in the French fishing industry, promoting its trades, commitments and products.



- ◆ **HISSEZ HAUTS-DE-FRANCE** is a regional collective brand dedicated to promoting and enhancing the value of the fisheries sector and aquatic products.



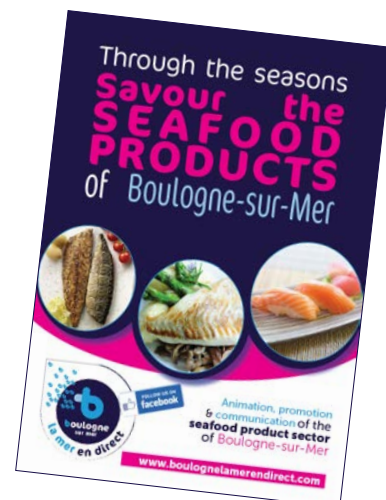
- ◆ The **LABEL ROUGE** is the only official French quality mark that guarantees quality higher than that of common products of the same type.



- ◆ **SAVEURS EN'OR** is a collective mark that promotes products manufactured in the Hauts-de-France region.



- ◆ **BOULOGNE-SUR-MER, LA MER EN DIRECT** is a collective engaged in coordination, promotion and communication for the entire sea products sector of Boulogne-sur-Mer, with and for its professionals. This scheme is backed by the development agency, Agence d'Attractivité, d'Urbanisme et de Développement Economique: Boulogne-sur-Mer Développement Côte d'Opale.





Major industrial operators & subcontractors

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A site of economic and strategic excellence for companies in the Capécure business district, **BOULOGNE-SUR-MER** is the main sea products distribution platform in Europe.

ALL THE FISHING INDUSTRY ACTIVITIES together on one site

BOULOGNE-SUR MER is the only place in Europe that brings together all the activities of the fishing industry on one site:

fishing, boat agents, equipment, fish farming, wholesale trade, cutting, maritime salting, «catering» sector, canning, cooking of exotic shrimp, ship repair and ship building, logistics, refrigerated storage, freezing, by-products, sustainable consumption, research, development, innovation, training, packaging, manufacture and sale of fish processing machinery and packaging, polystyrene recycling, salt trading, ice supplies, business incubation, competitiveness cluster and more...

MAJOR INDUSTRIAL OPERATORS in the food processing sector

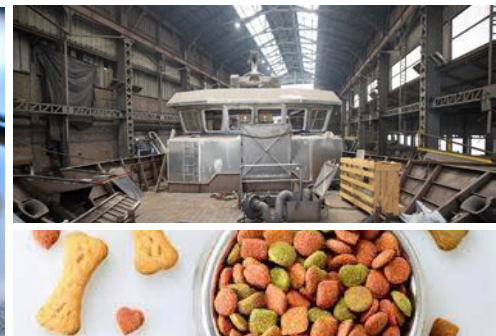
- ◆ 140 major industrial operators
- ◆ Presence of leading national and international industrial companies: FINDUS, UNIMA FRAIS...
- ◆ A network of dynamic and innovative SMEs: OCEAN DELICES, LES ENTREES DE LA MER...
- ◆ Partnership with the major mass distribution brands: CAPITAINE HOUAT, GRAND FRAIS...

Boulonnais SHIPBUILDING KNOW-HOW

The know-how of the Boulonnais shipyards is recognised in France and beyond. At present, a team of 200 engineers, specialist technicians and qualified workers accredited by inspection bodies guarantees know-how and skill developed over more than 40 years.

LEADING petfood COMPANIES

- ◆ Leading companies in adding value to marine by-products: COPALIS, VALOFISH...
- ◆ Installation of big names in animal foods: C&D FOODS, UNITED PETFOOD, SMT 62...



Capécure business park :
200 businesses

5,000
direct employees

500
temporary workers



An exceptional living environment

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In terms of people, environment and heritage, the **BOULONNAIS** area is a land of riches and warmth, a great place to live and work. In the heart of the Côte d'Opale, it offers the ideal setting for developing your projects.

NATURE & landscapes

Stretches of dunes, beaches, cliffs, forests and farmed countryside...

The Boulonnais area offers visitors and inhabitants a variety of unspoiled landscapes.

The interface with a regional nature park - the Caps et Marais d'Opale park - and the Estuaires Picards et de la Mer d'Opale marine nature park, BOULOGNE-SUR-MER is also the gateway to the south of the **Grand Site de 2 Caps**, which holds a national label.

Walks along the seawalls, in the **seaside resorts**, in picturesque areas to in **the old town** of BOULOGNE-SUR-MER are a pure joy.



HISTORY & heritage

Shaped by centuries of history, BOULOGNE-SUR-MER invites visitors to enjoy its historic heritage and is truly worthy of its «Town of Art and History» label. Discover Notre-Dame and its Crypt, the Column celebrating Napoléon's Grande Armée, the old town, and much more besides...

The maritime heritage, too, is also to be discovered, at the Maison de la Beurière museum and through the organisation of biennial sea-themed festivals featuring old sailboats.

PARADISE for sports lovers

The Boulonnais territory boasts innumerable walking, riding and mountain biking routes. It lends itself to the **sliding and water and boating sports**.

A selection of **amenities**:

- ◆ HÉLICÉA, swimming pool and skating rink: 315,000 admissions/year
- ◆ The 18-hole golf courses of Hardelot and Wimereux
- ◆ The LA LIANE ROWING AND KAYAKING TRAINING CENTRE in Boulogne/Mer
- ◆ Several equestrian centres
- ◆ The Marina hosted the first edition of **LA COURSE DES CAPS**. This sailing race joins the IMOCA circuit as a new event.

CULTURE & gastronomy

Summer or winter, the Boulonnais area is always a place for discoveries and pleasure, offering high-quality amenities:

- ◆ **NAUSICAA**: The national sea-life centre and biggest aquarium in Europe, welcoming nearly one million visitors/year.
- ◆ **MEGARAMA**: New multiplex cinema with 14 screening rooms, located in the town centre
- ◆ **L'EMBARCADERE**, events and convention hall, host of the **2025 Fisheries and Seafood Conference** welcoming around 700 participants.

And a delectable **regional cuisine** !





Tailored support

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In **BOULOGNE-SUR-MER**, you will enjoy the benefit of a single contact who will support you in your plans for implementation, development or location in the territory, with the agency **Boulogne-sur-Mer Développement Côte d'Opale**.

The role of Boulogne-sur-Mer Développement Côte d'Opale is to support the success of your economic project in the Boulonnais territory, in partnership with local bodies active in the economy, employment, training, financing and innovation.

Real estate and land **SOLUTIONS**



The search for premises, land, assistance with the development of specifications, organisation of site visits.

Check out the opportunities available at :

www.boulogne-developpement.com

FINANCING & support

- ◆ Finance sourcing engineering: subsidies, repayable advances etc.
- ◆ Putting you in touch with partners financing corporate projects.

BUSINESS & partnerships

- ◆ Economic data, landscape of the local and regional economic network.
- ◆ Putting you in touch with competitiveness hubs, R&D partners and laboratories.

LEGAL & fiscal

- ◆ Administrative formalities.
- ◆ Putting you in touch with legal and tax advisers, accounting experts, banks.

Human RESOURCES

- ◆ Employment data.
- ◆ Assistance with recruitment/training.
- ◆ Employment for spouses.
- ◆ Putting you in touch with employment and training partners.

Employee MOBILITY

Presentation of the benefits of the Boulonnais territory and organisation of promotional tours of the territory.

COMMUNICATION & networks

- ◆ Post-establishment communication.
- ◆ Connection with the Boulogne-sur-Mer coordination collective, La Mer en Direct.
- ◆ Connection with the network, Ambassadeurs Boulogne Attractive.



BOULOGNE-SUR-MER
Développement
Côte d'Opale

A 20-strong
multi-
disciplinary
team

More than 150
economic projects
supported per year

250
real estate and land
opportunities



BOULOGNE-SUR-MER
Développement
Côte d'Opale

Agence d'attractivité, d'urbanisme
et de développement économique



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