



PROVENCE PROMOTION

Interview with Krustanord...

KRUSTANORD

Krustanord: 30 years of cooling...

The Krustanord Company was created in Saint Laurent du Var in August 1976. Its activities were import, trade and export of frozen sea food, and production of cooked, refrigerated and frozen shrimps, packaged in its 3 existing plants (Saint-Laurent-du-Var, Lorient and Boulogne-sur-Mer).

Krustanord uses state-of-the-art techniques to maintain its leading position in Europe and to better satisfy demand. The Boulogne-sur-Mer plant, the show-piece among its three production sites, is the most modern in Europe. The production capacity of its three cooking units is equal to 15000 tonnes per year.

Looks like the South...

Krustanord is the leading company in the frozen sea food import, trading and export market, and it loves the warmth of the South... It has been working in Vitrolles for more than 20 years for logistics reasons, and the company is now opening its fourth plant also in Vitrolles, after its plants in Lorient, Boulogne and Saint Laurent du Var. An excellent choice in our strategically positioned region that satisfies all the transport needs of Krustanord's business. René Bellaïche, the director and founder, gives us a preview of this project.

> Vitrolles: an ideal situation!

René Bellaïche: We decided to build a new production site in the PACA region, more precisely in Vitrolles. The work on this new plant should begin this autumn. It will take place following the same master plan that had already been used in Boulogne and Lorient. We will eventually hire about forty persons who will be trained in the Saint Laurent du Var plant by 2007. The future plant manager and quality supervisor have already been trained to take up their new positions.

> Shrimps: a feast!

We have been present in this region for more than 20 years. It was fairly natural to set up our logistics site in Vitrolles, since logistics facilities in Vitrolles are much more strategic than in Saint Laurent du Var, which is the location of our first plant. The main reason for creating this fourth plant is due to the specific nature of our activity - fresh, bio products that have to be transported as quickly as possible. We should be able to cover the Southern Europe, Spanish, Italian and Southern France markets from this location.

> Provence Promotion: the champion!

Provence Promotion has helped us since the beginning of the project in 2003. Although their first action was a search for sites, they did much more important work on financial aspects. They organised discussions between the different public partners in the region (Regional Council, General Council and the DRIRE (Regional Directorate of Industry, Research and the Environment).

But after carrying out our first financial simulations, we decided to delay our installation for a short period. We resumed our installation project in 2006 after receiving subsidies under the IFOP (Instrument Financier d'Orientation de la Pêche – Fishing Policy Financial System) and production investments specific to the food processing industry. The total investment budget granted in the PACA region is equal to 9 million Euros.