

FRESHPACK, HAPPY PART OWNER OF DIRECT OCEAN



« We are engaged in a real partnership », chime in unison Franck Paque (45, left) and Sebastien Roussel (43, right). (Photo credit : DR)

AN ENGAGED INVESTOR

It is through the Malagasy armament Pechexport, its 100% subsidiary, that Freshpack is going to invest in a 8th freezer shrimper. Pechexport operates 7 outrigger trawlers from 23 to 40 meters in the Mozambique canal. All its production, frozen aboard, is commercialized by Freshpack: prawns under the brand Makamba, but also fishes.

By leaving to seek the company that he founded in 1980, Philippe Barbe balanced Direct Ocean's capital. He transferred 2 % to his partner Sebastien Roussel, the actual manager, who attains 50 %, and sold 50 % to Freshpack. The two companies from Boulogne-sur-mer which have chosen to stay independent, but will not deprive themselves from their respective expertise to mutualize their means (logistics, stocks, financial and administrative services) and obtain

economies of scale. "Direct Ocean has a really good network of customers which we can benefit, explains Franck Paque, Freshpack's manager. By contrast, we can bring our experience in the field of management."

With 13 500 tons in 2014 (including 80 % of frozen food), Direct Ocean is the first French importer of salmon, and tripled its turnover in 6 years to reach 75 millions of euros last year. Freshpack is, itself, involved in the Malagasy prawn, but also a supplier of added value products like the king crab.

The two companies reach together now €135 million turnover, to constitute the first group from Boulogne-sur-mer, while Direct Ocean's sale was about to succeed with the Japanese Marubeni in 2014. They have in common to operate with fewer staff (17 employees each) and to be managed by a forty-year-old man. "We are engaged in a real partnership", chime in unison Franck Paque (45) and Sebastien Roussel (43).

Benoît LOBEZ

