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ASIA

Hailia secures support to enhance international growth

23 June 2025 | News

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Finnish food technology company Hailia announced a new strategic partnership to expand international licensing of its technology. Hailiaâ??s technology turns sidestreams from fish processing, such as heads, fins, and frames, into ready-to-eat food products for human consumption. The lead partner is Finnish seafood processor and long-time collaborator Kalavapriikki, who has licensed Hailiaâ??s technology. While the products are marketed under the Kalavapriikki brand, they are currently manufactured by Hailia and are already available on the market.

Dana Technology, a Danish engineering company that has developed and owns the intellectual property (IP) for a novel processing machinery, joins the partnership as a strategic technology provider. Hailia holds exclusive rights to use the technology in seafood applications. The partnership is a part of a broader â?¬1,75 million investment round, which includes new investors Holdix and Ikorni Invest, alongside a syndicate of returning and new investors.

Hailiaâ??s technology transforms underutilised fish raw materials, such as filleting sidestreams, into new, tasty, and easy-to-use fish products with a texture and mouthfeel similar to cooked fish fillets. The company launched its first commercially available product, â??pulled rainbow trout,â?• with Kalavapriikki and Finnish supermarket leader S-Group in September 2024. The same year, the company also launched products available to food service and industrial kitchens in collaboration with fish processor HÃ¤tÃ¤lÃ¤. The new partnership commits the entire supply chain, from equipment production to end customers, to ensuring Hailiaâ??s further growth. The company is already in talks with several global producers of salmonoids, pelagics, and whitefish for licensing its technology.

â??Using sidestreams for human food used to be a nice-to-have, but now itâ??s an industry must-have. Comparing conversations with processors at trade shows last year to this year, we see a huge uptick in interest, not for the future but for right now. Having Kalavapriikki and Dana Technology invested in our future gives us the confidence and means to seize these opportunities that we already know are there,â?• says Michaela LindstrÃ¶m, CEO of Hailia.