



Ministry of Fisheries and Ocean Resources

Malé, Republic of Maldives

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Maldives Unveils ‘From Maldives’: A New National Brand to Promote Fisheries Products

The Government of Maldives has formally launched *From Maldives*, a new national fisheries promotional brand, during an official event held today in London, United Kingdom. The launch was officiated by His Excellency Dr Mohamed Muizzu, President of the Republic of Maldives, and marks a significant advancement in how the country positions one of its most iconic sectors on the global stage.

Featuring a logo inspired by the traditional Maldivian fishing vessel design, the texture of fish, and the richness of the country’s marine life, the brand reflects a broader vision to transform the fisheries sector into one that is not only environmentally sustainable, but also technologically advanced, socially inclusive, and globally competitive. It symbolises the country's enduring connection to the ocean while embracing the tools and standards required to meet the demands of a rapidly changing market.

Under this initiative, the Maldives is expanding its processing capacity, investing in cold storage infrastructure, and modernising its fleet with energy-efficient vessels and digital monitoring systems. These upgrades are designed to strengthen traceability, improve catch quality, and enhance market access, particularly for premium and sustainability-conscious consumers.

The brand identity *From Maldives* communicates more than geographic origin. It evokes the authenticity of local production, the integrity of sustainable one-by-one fishing, and the craftsmanship of value-added processing carried out on Maldivian shores. With the accompanying slogan, “*The Ocean’s Finest*”, the brand reinforces the nation’s longstanding commitment to quality, responsibility, and care for the marine environment.

This initiative forms part of the government’s wider agenda to generate greater value from marine resources, expand livelihood opportunities, and build a resilient blue economy grounded in equity, innovation, and ocean stewardship. The brand represents a key initiative of the Maldives Fisheries and Ocean Resources Marketing and Promotion Corporation, an entity established by the President to lead the promotion of Maldivian fisheries products.

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