

Press Release

2010 Report on Job-Creating Foreign Investment in France.

Paris, March 28, 2011 – The Invest in France Agency (IFA) today released the 2010 Report on job-creating foreign investment in France, compiled in partnership with France’s regional development agencies, following the conclusion of the “Strategic Attractiveness Council”, a government round table bringing together 25 CEOs of foreign companies that have made significant investments in the country.

The number of investment decisions, which had remained stable in 2007-2009, rose sharply last year to 782 projects, up 22% on 2009. These projects will create – or in the case of takeovers of ailing companies maintain – 31,815 jobs: a 6% year-on-year increase. Fifteen foreign companies, on average, decided to invest in France every week.

Foreign companies of all sizes initiated these investment projects: 33% were SMEs, 33% were intermediate companies (up from 27% in 2009), and 33% were large corporates; 533 were from the manufacturing sector and 249 from the service sector.

After three years of virtual stagnation, the number of investments involving an expansion of existing facilities grew by 70%. On the other hand, site creations, which have continued to grow in number since 2007, accounted for over half of all projects. First-time investments in France accounted for a significant share (9%) of all projects recorded in 2010.

The number of projects recorded in high value-added activities continued to grow, notably projects involving R&D operations (51 projects, up 21% on 2009), renewable energies (89 projects, up 46% on 2009) and company headquarters (40 projects, up from 11 projects in 2009).

The two leading source regions were Europe (65% of all projects) and North America (22% of all projects). Germany and the United States consolidated their leading position, with 140 and 139 projects respectively, ahead of the United Kingdom, Italy and Spain.

Companies from BRICS countries accounted for 47 projects, or 6% of the total. China became the leading Asian investor with 35 projects. Significant investment from five countries – United States, Germany, United Kingdom, Sweden and China – was a key factor in the year-on-year increase in project numbers.

The five leading host regions in France – Ile-de-France, Rhône-Alpes, Provence-Alpes-Côte d’Azur, Midi-Pyrénées and Lorraine – attracted 65% of all projects. However, project number growth in 2010 was observed in many regions, with 12 regions receiving more investments than in 2009 and 10 regions recording project number growth of over 20%.

“The results for 2010 are confirmation of the confidence that foreign company executives have in France’s ability to meet the twin demands of achieving sustainable growth and a burgeoning knowledge economy through the pursuit of reforms to boost competitiveness and innovation. The strong growth in investments in R&D and company headquarters, in particular, is a reflection of this climate. The challenge is to build upon these results in the longer term. France’s attractiveness as a location for internationally mobile investment projects continues to grow daily, in every way” noted David Appia, Chairman and CEO of the Invest in France Agency.



The Invest in France Agency (IFA) is the national agency responsible for promoting and facilitating international investment in France. It also coordinates initiatives to promote France's economic attractiveness. The IFA network operates worldwide, with offices in France as well as in North and South America, Europe, the Middle East and Asia. In France, the IFA works in partnership with regional development agencies to offer international investors outstanding business opportunities and customized services. For further information, please visit www.investinfrance.org

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