

THEY CHOSE FRANCE



THEY CHOSE FRANCE



MEXICO

HOSPITALITY, TOURISM AND RESTAURANTS

A leading restaurant and café operator in Latin America and Europe, Alsea manages the Starbucks France brand. The group continued its expansion in France in 2021 with the opening of several new Starbucks cafés (including four in Ile de France/Paris region, with 60 new associated jobs). It has planned more than a hundred similar openings in several French cities by 2026, thanks to an investment of €80 million, which will promote the direct creation of more than 1,500 new jobs across France.



COLUMBIA

IT SERVICES

Offimizer is a Colombian startup that has anticipated the issues associated with the new reality that the Covid-19 crisis has imposed on us by redefining work organization with a hybrid model, combining face-to-face activity and home office. Through a platform that the firm has developed, Offimizer asks employees of a particular organization to complete a test that analyzes their working conditions, both in the office and at home, as well as their personal situation, to establish an appropriate level of flexibility for each person. Following a soft-landing program, Offimizer was accelerated within the Station F business incubator at the end of 2019. It finally opened a French subsidiary in early 2020 in Paris, consisting of a sales office, with fifteen jobs set to be created within a three-year period.

THEY CHOSE FRANCE



Terramar.CHILE

CHILE

AGRI-FOOD

Terramar is the leading supplier in Chile of ingredients for the production of aquaculture feed, with bases in Latin America and Asia. In 2020, Terramar invested, together with the French group LDC, in the Mayenne **département** (Pays de la Loire region), to build and operate a processed animal protein production facility, specializing in aquaculture feed and serving primarily the pet food sector. The new site will be able to process more than 180,000 tonnes of raw materials and turn them into a final product for its customers. This investment will create more than 30 direct jobs and an important value chain for the Mayenne **département**.



ARGENTINA

IT SERVICES

An innovative Argentinian business, with 22 years of experience in mobile business solutions, Q4Tech opened a sales office in Paris and hired developers and salespeople in 2020. The business supplies customers across more than 30 countries (Europe, South America, North Africa and the Middle East), notably major French groups. Through its service offering and strong strategic alliances with partners in Lyon (Auvergne-Rhône-Alpes region) and Bordeaux (Nouvelle Aquitaine region), the firm aims to support digital business transformation within the French market and to expand in Europe.



THEY
CHOSE
FRANCE

Design – Production: Business France
