

UNITED STATES

France welcomed 247 American investment projects in 2021, beating the pre-Covid-19 pandemic record. These projects created or maintained 10,118 jobs, 22% more than in 2020. The United States was the second leading investor in France and the largest source of employment created or maintained.

 **247** projects in 2021, creating or maintaining **10,118** jobs

#1 source of employment **#2** investing country in France

#1 investor in **R&D/engineering**

FRANCE
#1 European recipient of American investment



TOP 3
BUSINESS ACTIVITIES

Manufacturing (76 projects)
Decision-making centers (53 projects)
Business services (41 projects)

Key Figures



€58.8 BILLION

FDI stock in France,
6th place¹
(Banque de France)



4,400+ businesses in France
(Orbis, 2021)



400,000+ employees
(Orbis, 2021)

Number of projects and jobs by investment type

Projects		Investment type		Jobs
101	←	Creation	→	2 112
144	←	Expansion	→	7 345
2	←	Takeover	→	661

They chose France in 2021

Biogen: Biogen, an American biotechnology firm specializing in neuroscience, announced in 2021 an additional investment of €75 million in its global digital health center, the “Biogen Digital Hub”. This investment is in addition to the €100 million already announced for this global hub. Biogen will also strengthen its digital health activities with the creation of a collaborative partnership with the French startup Thérapanacéa.

Hugging Face: A specialist in open-source machine learning models, Hugging Face recruited 30 employees to strengthen its Parisian teams in 2021. This development has been driven by the quality of talent that will help Hugging Face expand in Europe and worldwide, making artificial intelligence accessible to as many people as possible. The business plans to double its workforce in France by recruiting 50 additional highly

qualified people in the field by the end of 2022.

ManpowerGroup: This leading American human resources firm aims to continue to expand in France as it is a priority market for the US giant. Already successfully established in the country since 1957 through more than 700 agencies, the Manpower Group has announced its plan to hire 16,000 people, the majority on interim contracts, all sectors combined, with 500 in permanent positions. ManpowerGroup France has also partnered with the Ministry for Labour, Employment and Integration and has undertaken to recruit up to 2,500 people in interim roles over a one-year period as part of the “Collective Transitions” scheme. The group has also announced the creation of 600 jobs throughout France via its business digital transformation brand, Experis.

¹ FDI stock in France (immediate investor) as of December 31, 2020.

FDI stock by ultimate investor as of December 31, 2019 was €132,5 billion.

American businesses in France

There are more than 4,400 subsidiaries of American businesses established in France, where they employ more than 400,000 people.

A total of 247 investments were recorded from the United States in France in 2021, creating or maintaining 10,118 jobs, a rise of 22% from 2020.

Investments by American firms were made primarily in production/manufacturing

(31% of projects), decision-making centers (21%) and business services (17%). Half of jobs created or maintained in 2021 were in logistics and more than one-third of those in R&D/engineering were of American origin.

American investments took place in IT services (14% of projects), machinery and mechanical equipment (9%), the automotive industry (9%), transport and storage (8%) and consulting and business services (6%). Of note was that the United States was the leading job creator in several sectors, notably

transport and storage, IT services and medical equipment/devices.

More than half of American investment was located in three regions: Ile de France (Paris region) (31% of projects), Occitanie (11%) and Auvergne-Rhône-Alpes (10%). Jobs were predominantly created or maintained in Ile de France (Paris region) (33%) and Hauts de France (28%).

France's position in Europe²

In 2021, France was the leading destination of job-creating investment from the United States in Europe, attracting 24% of American projects, ahead of the United Kingdom (20%) and Germany (10%).

²Business France Europe Observatory.

Breakdown of projects by business activity

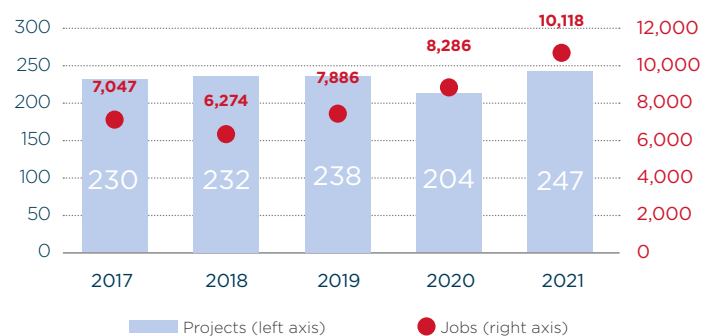
Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	53	1,796	21%	18%
Logistics	20	2,419	8%	24%
Retail outlets	3	277	1%	3%
Production/Manufacturing	76	2,681	31%	26%
R&D, engineering, design	35	1,145	14%	11%
Business services	41	1,481	17%	15%
Consumer services	19	319	8%	3%
Total	247	10,118	100%	100%

Top 5 American businesses by employment in France

Business	Workforce in France
WALT DISNEY CO. Hospitality, tourism and restaurants	16,000+
AMAZON.COM Transport, storage	14,500+
GENERAL ELECTRIC COMPANY Machinery and mechanical equipment	13,000+
XPO LOGISTICS, INC. Transport, storage	12,000+
MCDONALD'S CORP. Hospitality, tourism and restaurants	10,000-15,000

Source: Orbis, Bureau Van Dijk; Business France office.

Change in projects and jobs since 2017



Top 5 business sectors by projects

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
IT services	35	2,092	14%	21%
Machinery and mechanical equipment	22	736	9%	7%
Automotive industry	22	581	9%	6%
Transport, storage	19	2,378	8%	24%
Consulting and business services	15	698	6%	7%

Top 3 host regions (2021)



ILE DE FRANCE (Paris region) 77 projects

OCCITANIE 26 projects

AUVERGNE-RHÔNE-ALPES 24 projects