



JAPAN


Japanese businesses were responsible for 41 investment projects in France in 2022, generating 1,158 jobs, or 14% more than in 2021. The number of jobs created was concentrated notably in manufacturing and the automotive industry.



41 projects in 2022, creating or maintaining **1,158** jobs



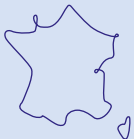
83% of jobs in manufacturing activities



#2 job-creating country in the automotive industry

FRANCE

#1 recipient of Japanese investment in Europe



TOP 3 BUSINESS ACTIVITIES

- Manufacturing (24 projects)
- R&D/engineering (9 projects)
- Decision-making centers (4 projects)

Key Figures



€10.5 billion
FDI stock in France
10th place
(Banque de France¹)



756 businesses
in France
(Orbis, 2023)



100,800 employees
(Eurostat, 2023)

Number of projects and jobs by investment type

Projects	Investment type	Jobs
9	Creation	101
32	Expansion	1,057

They chose France in 2022

Toyota Industries Corporation: The world's largest manufacturer of forklift trucks has built a new line at its factory in Ancenis (Pays de la Loire region) to produce 900 units per year of a forklift model that was previously made in China. Transferring the production of the new model to the European market will enable it to significantly shorten delivery times and reduce carbon dioxide emissions generated by transport from Asia to Europe. The project should result in an investment of several million euros and the creation of a few dozen additional jobs.

Yanmar Holdings Co., Ltd.: The Yanmar group, a global leader in the development, manufacture and sale of agricultural machinery, has entered the market for pesticide-spraying robots for vineyards in France. A new business has been created in Épernay (Grand Est region), where champagne production is flourishing, to market robots that move autonomously in

sloping vineyards using real-time kinematic technology and the Global Navigation Satellite System (RTK-GNSS). The automated operation will reduce hazardous tasks in viticulture and improve work efficiency. The project is expected to create 14 new jobs by the end of 2024.

Mitsui & Co.: As part of a strategic alliance, the Mitsui & Co. trading house has invested €10 million in the innovative French group Lhyfe. Lhyfe is a startup based in Nantes (Pays de la Loire region), specializing in the production of renewable hydrogen, a priority sector for both Japan and France. Mitsui & Co. has invested for several years in various business activities in the hydrogen value chain, including key applications, production and refueling and promotes the use of hydrogen to contribute to the reduction of greenhouse gas emissions. Thanks to this investment, Lhyfe will be able to fast-track its international development.

¹ FDI stock in France (immediate investor) as of December 31, 2021.

FDI stock by ultimate investor as of December 31, 2021 was €17.5 billion.

Japanese businesses in France

There are around 760 subsidiaries of Japanese businesses established in France, where they employ 100,800 people.

A total of 41 new investments from Japan were recorded in France in 2022, generating 1,158 jobs.

Production/manufacturing activities accounted for nearly 60% of Japanese investment projects and 83% of jobs created. R&D/engineering (22% of projects) and decision-making centers (10%) also made up an important share of projects.

The automotive and agri-food industries each obtained 17% of projects from Japan. More than half of jobs generated by Japanese investment were concentrated in the automotive industry, with Japan responsible for one job in four, making it the second leading country for employment in this sector.

Japanese investments were most often located in Ile de France (Paris region) (20% of projects), followed by Hauts de France, Pays de la Loire and Auvergne-Rhône-Alpes (12% each). The Hauts de France region was by far the leading region for generating jobs through Japanese investment, with 47% of jobs concentrated in the region.

France's position in Europe²

In 2022, France was the leading European recipient of job-creating investment from Japan, ahead of the United Kingdom (second) and Germany (third).

² Business France Europe Observatory.

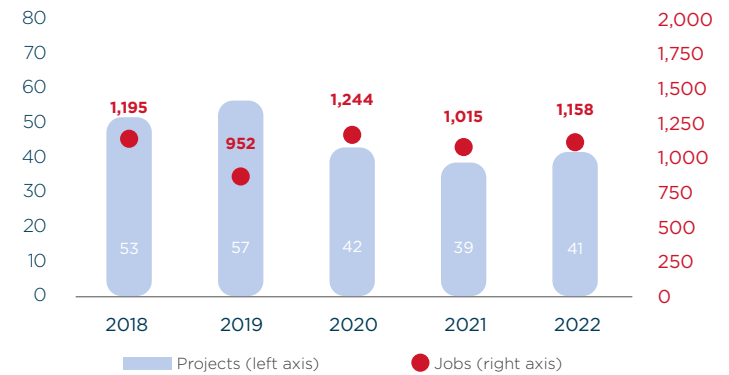
Breakdown of projects by business activity

Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	4	27	10%	2%
Logistics	2	32	5%	3%
Production/Manufacturing	24	958	59%	83%
R&D, engineering, design	9	111	22%	10%
Business services	2	30	5%	3%
Total	41	1,158	100%	100%

Top 5 Japanese businesses by employment in France

Business	Workforce
TOYOTA MOTOR CORPORATION Automotive industry	5,000 - 5,500
NTN CORPORATION Machinery and mechanical equipment	3,500 - 4,000
FAST RETAILING CO. LTD. Textiles and accessories	3,500 - 4,000
JTEKT CORPORATION Automotive industry	2,500 - 3,000
NIDEC CORPORATION Automotive industry	2,500 - 3,000

Change in projects and jobs since 2018



Top 5 business sectors by projects

Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Automotive industry	7	636	17%	55%
Agri-food	7	170	17%	15%
Electrical/IT equipment	5	63	12%	5%
Perfumes, cosmetics	3	36	7%	3%
Machinery and mechanical equipment	2	42	5%	4%

Top 3 host regions (2022)

ILE DE FRANCE (Paris region) 8 projects

HAUTS DE FRANCE 5 projects

PAYS DE LA LOIRE 5 projects

