

JAPAN

Japanese businesses were responsible for 39 investment projects in France in 2021, generating 1,015 jobs in total. Japan was the second leading Asian country for the number of projects and jobs created in France.



39 projects in 2021, creating **1,015** jobs



3/4 of jobs in manufacturing activities



#2 Asian investing country in France

FRANCE

#1 European recipient of Japanese investment



TOP 3
BUSINESS ACTIVITIES

Manufacturing (19 projects)
R&D/engineering (7 projects)
Decision-making centers (6 projects)

Key Figures



€10.9 BILLION
FDI stock in France,
10th place¹
(Banque de France)



670+ businesses in France
(Orbis, 2022)



103,000+
employees
(INSEE)

Number of projects and jobs by investment type

Projects		Investment type		Jobs
27	←	Expansion	→	821
12	←	Creation	→	194

They chose France in 2021

Nippon Suisan: One of the main Japanese groups specializing in agri-food and fishing, having acquired the French business Cité Marine in 2007. It continues to invest in France and in 2021 decided to set up a 12,000 sq. m. production facility in Saint-Quentin (Hauts de France region), with the aim of strengthening the manufacturing and sales of seafood products and vegetables produced in France, which are intended for the French market. Nippon Suisan plans to invest €32 million in this project to set up equipment boasting the latest production technologies and eventually create 96 jobs. The production facility will be operational in 2024.

Yanmar: Yanmar is one of the world leaders in the design and manufacture of compact construction machinery. The group continues to invest in France in its mini-excavator factory in Saint-Dizier (Grand Est region), to launch

the production of several new models that were previously only manufactured in Japan. This project is worth €1.3 million, with 120 jobs set to be created by 2023 and the doubling of the site's production capacity by 2026.

Tokai Carbon: This large Japanese group, developer and manufacturer of graphite products has announced an R&D partnership project in France in the field of electric vehicles between its French subsidiary, Tokai Cobex Savoie, and the French battery startup, Verkor. This is an innovative initiative to produce BAM (negative electrode materials for batteries), using existing production facilities for other graphite products. As such, Tokai Cobex Savoie SAS was the only certified Japanese group among the 42 businesses to be subsidized by the "Important Project of Common European Interest" (IPCEI) in 2021.

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

FDI stock by ultimate investor as of December 31, 2019 was €15.9 billion.

Japanese businesses in France

There are over 670 subsidiaries of Japanese businesses established in France, where they employ more than 103,000 people.

A total of 39 new investments from Japan were recorded in France in 2021, generating 1,015 jobs.

Production / manufacturing activities

represented practically half of Japanese investment projects and three-quarters of jobs created. R&D/engineering (18% of projects) and decision-making centers (15%) also made up an important share of projects.

Four sectors were responsible for more than half of all projects and four jobs in every five: machinery/mechanical equipment (21% of projects), agri-food (15%), the automotive industry (13%) and medical equipment (8%).

Japan was the second largest contributor to job creation in the medical equipment sector in France and was third for machinery/mechanical equipment.

Japanese investments were most often located in Ile de France (Paris region) (18% of projects), followed by Grand Est (13%), Bourgogne-Franche-Comté (13%) and Auvergne-Rhône-Alpes (13%).

France's position in Europe²

In 2021, France was the leading European recipient of job-creating investment from Japan, attracting one-third of Japanese projects in Europe, ahead of the United Kingdom (12%) and Germany (10%).

² Business France Europe Observatory.

Breakdown of projects by business activity

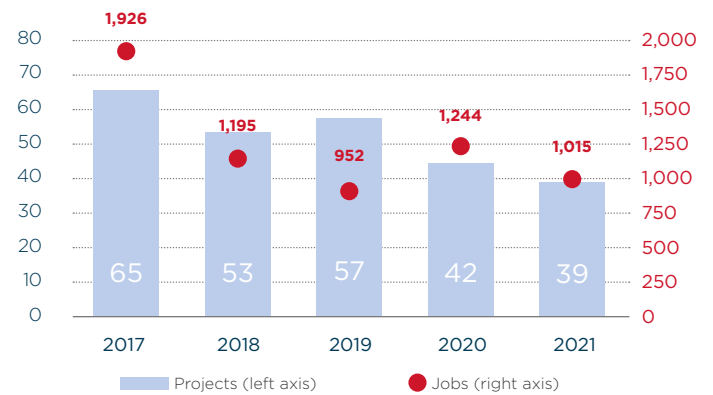
Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	6	41	15%	4%
Logistics	3	105	8%	10%
Retail outlets	1	30	3%	3%
Production/Manufacturing	19	740	49%	73%
R&D, engineering, design	7	81	18%	8%
Business services	2	17	5%	2%
Consumer services	1	1	3%	0.1%
Total	39	1,015	100%	100%

Top 5 Japanese businesses by employment in France

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

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
Machinery and mechanical equipment	8	288	21%	28%
Agri-food	6	191	15%	19%
Automotive industry	5	138	13%	14%
Medical equipment and devices	3	220	8%	22%
Glass, ceramics, minerals, wood, paper	2	31	5%	3%

Top 3 host regions (2021)



Source: Annual Report, Business France.