

LATIN AMERICA

In 2021, 16 new investment projects in France from Latin American businesses¹ were recorded, creating 212 jobs, a record for the area. The year was marked by a 50% rise in projects from the area and by the number of jobs created, which more than doubled.



16 projects in 2021, creating or maintaining **212** jobs

1/3rd of projects and jobs created were in **restaurants**

50% rise in the number of projects

FRANCE
#3

largest recipient of Latin American investment



TOP 3
BUSINESS ACTIVITIES

Decision-making centers (10 projects)
Retail outlets (4 projects)
Manufacturing (2 projects)

Key Figures



€950 MILLION

FDI stock in France²
(Banque de France)



200+ businesses in France
(Orbis, 2021)



8,500
employees
(Orbis, 2021)

² FDI stock in France (immediate investor) as of December 31, 2020.

FDI stock by ultimate investor as of December 31, 2019 was €3.3 billion.

Number of projects and jobs by investment type

Projects		Investment type		Jobs
10	←	Creation	→	100
6	←	Expansion	→	112

They chose France in 2021

Aalsea: A leading restaurant and café operator in Latin America and Europe, Aalsea 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 creation of more than 1,500 new direct jobs in the region.

Breakdown by source country

Source country	Projects	Jobs
Mexico	10	135
Argentina	2	15
Brazil	2	15
Chile	1	32
Colombia	1	15
Total	16	212

¹ Argentina, Belize, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, Guatemala, Guyana, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Salvador, Suriname, Uruguay, Venezuela.

Latin American businesses in France

There are more than 200 subsidiaries of Latin American businesses established in France, where they employ 8,500 people.

Sixteen new investments by businesses with their parent company in Latin America were recorded in France in 2021, creating 212 jobs.

Projects rose by 50% in a year and the number of jobs created more than doubled since 2020.

Investments in decision-making centers accounted for 63% of projects from Latin America and 47% of all jobs created by the area. Restaurants were the leading business sector for receiving Latin American investment, accounting for around one-third

of projects and jobs. The wholesale and retail sector was in second position, with 19% of projects and 14% of jobs.

Latin American investments were most often located in Ile de France (Paris region), which welcomed around two-thirds of all projects and jobs.

France's position in Europe³

In 2021, one-third of investment by Latin American businesses in Europe was directed to Germany. With 21% of projects, the United Kingdom was the second leading European recipient of Latin American investment, followed by France (14%).

³Business France Europe Observatory

Breakdown of projects by business activity

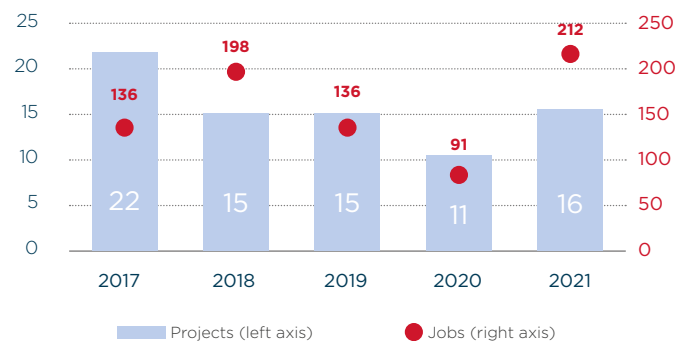
Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	10	100	63%	47%
Retail outlets	4	60	25%	28%
Production/Manufacturing	2	52	13%	25%
Total	16	212	100%	100%

Top 5 Latin American businesses by employment in France

Business	Workforce in France
CEMEX - Mexico Building, construction	1,800
SIGMA - Mexico Wholesale and retail, Agri-food	1,500
SIGDO KOPPERS - Chile Building, construction; Metalworking	1,200
ARCOS DORADOS - Uruguay Restaurants	1,125
ALSEA - Mexico Restaurants	1,000+

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

Change in projects and jobs since 2017



Breakdown of projects by business sector

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
Hospitality, tourism and restaurants	5	75	31%	35%
Wholesale and retail	3	30	19%	14%
Perfumes, cosmetics	2	20	13%	9%
Chemicals, plastics	1	32	6%	15%
Building, construction	1	20	6%	9%

Top 3 host regions (2021)



ILE DE FRANCE (Paris region) 11 projects

OCCITANIE 2 projects

BOURGOGNE-FRANCHE-COMTÉ 1 project