



**JAPAN**

**FLOW**

**57**

**projects**  
(Business France)

**952**

**jobs**  
(Business France)

**STOCK**

**More than 510**

**companies**  
in France  
(Eurosat)

**More than 98,000**

**employees**  
(INSEE)

**€12 billion**  
/10th place

**FDI stock in France<sup>1</sup>**  
(Banque de France)

**€7.7 billion**  
/12rd place

**French exports**  
(French Customs  
Authorities)

**223**

**companies**  
in the Forbes  
2000

## Japan was responsible for 57 investment projects in France in 2019, creating or maintaining 952 jobs.

### — JAPANESE COMPANIES IN FRANCE

There are more than 510 Japanese companies operating in France, where they employ over 98,000 people.

A total of 57 investments from Japan were recorded in France in 2019, creating or maintaining 952 jobs.

Nearly half (47%) of Japanese investments were made in production/manufacturing operations, where they accounted for nearly one-third (32%) of jobs created or maintained by Japanese firms in France. Beside this, investments in decision-making centers represented 23% of total investments, for the most part first-time investments in France, while R&D, engineering and design was the third leading sector with 12% of projects.

A sector-by-sector breakdown of these investments shows that the machinery/mechanical equipment sector dominated, receiving nearly 23% of Japanese investment decisions in France, while investments from other sectors were broadly comparable. The sector of software/IT services was the largest of its kind for employment, with 24% of jobs from Japanese investment fitting into this category.

Japanese investments were most often located in Ile de France (Paris region) (35% of projects), followed by Auvergne-Rhône-Alpes (16%), Occitanie (12%), Grand Est (11%) and Bourgogne-Franche-Comté (9%).

### — JAPANESE INVESTMENTS IN EUROPE

In 2019, France was the third leading European recipient of job-creating investment from Japan, attracting 11% of Japanese projects in Europe, ahead of the Netherlands (10%) but after the United Kingdom (19%) and Germany (19%).<sup>2</sup>

### — SELECTED INVESTMENT PROJECTS IN 2019

#### **Taisho Pharmaceutical Holdings:**

The leading company in Japan and eighth in the world for the production of anti-inflammatory drugs for colds and flu, Taisho Pharmaceutical Holdings announced that it had acquired UPSA, a French subsidiary of the American group Bristol-Myers Squibb, on July 1, 2019. UPSA employs around 1,300 people at its two production facilities in Agen (Occitanie) and nearly 250 at its head office in Rueil-Malmaison, near Paris (Ile de France). This investment, which will help to maintain UPSA's brand identity, will enable Taisho Pharmaceutical Holdings to open its first industrial base in Europe.

### TOP 5 JAPANESE COMPANIES BY EMPLOYMENT IN FRANCE

Parent company	Main business sector	Workforce in France
TOYOTA MOTOR CORPORATION	Automotive industry	4,000-4,500
NTN CORPORATION	Automotive industry	4,000-4,500
RICOH CO. LTD.	Electrical/electronic/IT equipment	2,000-2,500
FAST RETAILING CO. LTD.	Textiles, industrial textiles, clothing and accessories	3,500-4,000
BRIDGESTONE	Automotive industry	3,500-4,000

<sup>1</sup> FDI stock in France (immediate investor) as of December 31, 2018.

FDI stock by ultimate investor as of December 31, 2017 was €16.6 billion.

<sup>2</sup> Business France Europe Observatory.

**Toyota Motor Corporation:** Toyota has announced plans to expand its car assembly plant in Onnaing (Hauts de France region) for the launch of a second sport utility vehicle (SUV) model. In 2018, the group had already invested €300 million to introduce a new platform to produce an additional model, with the first new cars set to be released in 2021. This new announcement involves an additional investment of €100 million, with 300,000 vehicles expected to be manufactured every year, up from the 224,000 produced in 2019.

**ALE Co. Ltd.:** Renowned for its artificial shooting stars project, the company has installed its first European base within the B612 building, which is part of the Toulouse Aerospace Innovation Center (Occitanie), bringing together the major players in R&D in aerospace and on-board systems. Founded in 2011, ALE aims to improve climate forecasting models and the prediction of extreme weather events. Its establishment in Toulouse should encourage more Japanese startups to take an interest in France to develop their technologies.

## BREAKDOWN OF PROJECTS BY BUSINESS ACTIVITY

Business activity	NUMBER		NATIONAL SHARE (%)		TOTAL SHARE*(%)	
	Projects	Jobs	Projects	Jobs	Projects	Jobs
Decision-making centers	13	63	23%	7%	4%	1%
<i>First-time investments</i>	11	53	19%	6%	4%	2%
<i>French headquarters</i>	1	5	2%	1%	1%	0.3%
<i>Global/ European headquarters</i>	1	5	2%	1%	3%	1%
Logistics	1	25	2%	3%	1%	1%
Retail outlets	3	69	5%	7%	2%	2%
Production/Manufacturing	27	308	47%	32%	7%	2%
R&D, engineering, design	7	405	12%	43%	4%	11%
<i>R&amp;D</i>	4	35	7%	4%	4%	1%
Business services	5	62	9%	7%	3%	1%
Consumer services	1	20	2%	2%	1%	1%
<b>Total général</b>	<b>57</b>	<b>952</b>	<b>100%</b>	<b>100%</b>	<b>4%</b>	<b>2%</b>

\* Share of Japanese investments in the total number of investments in each business activity.  
 Key: In 2019, 23% of Japanese investments in France were in decision-making centers; 4% of foreign investments in this area were made by Japanese companies.

## BREAKDOWN OF PROJECTS BY BUSINESS SECTOR

Business sector	NUMBER		NATIONAL SHARE (%)		TOTAL SHARE* (%)	
	Projects	Jobs	Projects	Jobs	Projects	Jobs
Machinery and mechanical equipment	13	143	23%	15%	14%	8%
Textiles, industrial textiles, clothing and accessories	5	97	9%	10%	7%	5%
Agri-food, agriculture and fishing	4	35	7%	4%	5%	3%
Chemicals, plastics	4	33	7%	3%	7%	2%
Medical/surgical equipment, diagnostics and devices	4	39	7%	4%	9%	5%
Consulting, engineering and business services	3	160	5%	17%	3%	4%
Automotive industry	3	32	5%	3%	6%	1%
Electrical/electronic/IT equipment	3	30	5%	3%	6%	3%
Software and IT services	3	230	5%	24%	2%	5%
Perfumes, cosmetics	3	38	5%	4%	17%	13%
Electronic components	2	42	4%	4%	11%	16%
Consumer electronics	2	25	4%	3%	15%	11%
Pharmaceuticals and biotechnologies	2	28	4%	3%	7%	6%
Furnishings, household goods	1	5	2%	1%	4%	1%
Aerospace, naval and railway equipment	1	3	2%	0.3%	3%	0.1%
Media, publishing	1	2	2%	0.2%	10%	2%
Financial services, banking and insurance	1	2	2%	0.2%	2%	0.2%
Transport, storage	1	3	2%	0.3%	1%	0.1%
Glass, ceramics, minerals, wood, paper	1	5	2%	1%	3%	1%
<b>Total</b>	<b>57</b>	<b>952</b>	<b>100%</b>	<b>100%</b>	<b>4%</b>	<b>2%</b>

\* Share of Japanese investments in the total number of investments in each business sector.  
 Key: In 2019, 23% of Japanese investments in France were in the machinery/mechanical equipment sector; 14% of foreign investments in this sector were made by Japanese companies.