

  
**Choose  
France™**

**PARIS:  
A LEADING  
FINANCIAL  
CENTER**

# 1

## #1 EURO ZONE FINANCIAL CENTER

Several major European banking establishments are French, including two in the top 3: BNP Paribas (2nd), Crédit Agricole (3rd), Société Générale (6th) and BPCE (7th) (S&P Global Market Intelligence, 2019). What's more, three French banks are among the world's top 20 (The Banker, 2019). A veritable ecosystem, the financial services sector accounted for 4% of French GDP in 2018. (Insee, 2020)

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# 2

## LEADING EURO ZONE STOCK MARKET

Euronext is the leading European financial market in terms of market capitalization (World Federation of Exchanges, 2020). Euronext, with nearly 1,500 issuers and a total market capitalization of nearly €4,500 at the end of 2019, accounts for 46% of the euro zone's market capitalization and 39% of stock market transactions in the euro zone. The Paris financial marketplace also accounts for 49% of the corporate bond market. (Euronext; Paris Europlace, 2019)

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# 3

## 870,000 DIRECT JOBS IN FINANCE

The financial sector<sup>1</sup> accounts for more than 870,000 direct jobs, equivalent to 3.5% of all jobs, (<sup>1</sup>financial and insurance activities, Insee, 2020). Ile de France / Paris region alone has more than 340,000 people working in financial services. (Paris Europlace, 2020)

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# 4

## #2 IN MAINLAND EUROPE FOR ASSET MANAGEMENT

Paris is home to 633 companies specializing in asset management, 82% of which have their headquarters in Paris, managing a total of €3,700 billion at the end of 2018 (AMF, 2019). There are three French custodian banks (BP2S, CACEIS, SGSS) among the Top 5 in Europe and the global Top 20, as well as four asset management companies in the global Top 25 (Amundi, Natixis Investment Managers, AXA IM, and BNPP AM.) (Paris Europlace, 2018)

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# 5

## LEADING CITY FOR MULTINATIONALS

Paris is home to the headquarters of 16 of the world's top 500 companies, ranking number one in Europe and third in the world, after Beijing (56), and Tokyo (36). Among the 31 French establishments in the rankings, there are six financial institutions, including AXA, Crédit Agricole, BNP Paribas, Société Générale, Groupe BPCE, and CNP Assurances. (Fortune Global 500, 2019)

# 6

## BREXIT BOOSTS PARIS'S ATTRACTIVENESS

Some 4,000 jobs were relocated from the City of London to Paris in 2019 (Paris Europlace, 2020). In the run-up to Brexit, 64% of company executives indicated that their companies would review their strategy for setting up in the United Kingdom and instead consider another European country (+ 6 points compared with 2018), while 40% of them would turn to France. (Kantar Public - Business France, 2020)

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# 7

## PARIS LA DÉFENSE, A BUSINESS AND LEISURE CENTER

Located north-west of Paris, Paris La Défense is a business and leisure center. Its 3.7 million sq. m. of offices and workspace accommodate an impressive variety of companies, 40% of which are owned by foreigners.

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# 8

## LE SWAVE - PARIS & CO, THE STARTUPS FIN TECH INCUBATOR

Entirely dedicated to Fin Tech, Le Swave is the first innovation platform covering all activities in the financial sector. The main objective of this program is to promote the implementation of experiments with new products and services and to accelerate the development of new companies that are trying to find new models. serving the financial sector and its users. Today, Le Swave hosts 47 Fin Techs selected from more than 250 French and foreign candidates.

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# 9

## EUROPE'S #2 VENTURE CAPITAL HOTSPOT

France remained second in the European venture capital ecosystem with more than €4.45 billion raised and 732 transactions carried out in 2019, after the United Kingdom (€7.26 billion and 999 transactions), but ahead of Germany (€3.14 billion and 508 transactions). The top French fundraisers were Meero (€205 million), Doctolib (€150 million), Ynsect (€110.5 million), Mano Mano (€110 million), and Wynd (€72 million). Mirakl has become a fully-fledged French unicorn after raising US\$300 million. (EY, 2020)

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# 10

## HIGH-QUALITY FINANCIAL REGULATORS

The French financial supervision authorities (Autorité des Marchés Financiers, Autorité de Contrôle Prudentiel et de Résolution à la Banque de France) have the ability to regulate large financial players. Paris has confirmed its attractiveness by welcoming ESMA (European Financial Markets Authority) and, from 2019, the European Banking Authority with more than 150 specialists in the sector.



**FRANCE:**

**#1**

**DESTINATION IN  
EUROPE FOR FOREIGN  
INVESTMENT**

(EY, 2020)

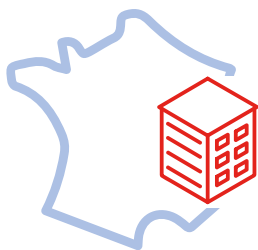


**FRANCE:**

**#2**

**IN EUROPE FOR  
VENTURE CAPITAL  
OPERATIONS**

(EY, 2020)

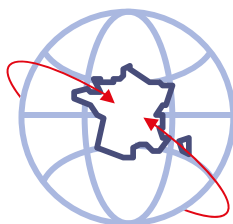


**PARIS:**

**#1**

**EUROPE FOR BUSINESS  
HEADQUARTERS**

(FORTUNE GLOBAL 500, 2019)



**FRANCE ATTRACTED  
MORE THAN**

**11%**

**OF FOREIGN  
INVESTMENTS IN 2019**

(BUSINESS FRANCE, 2020)

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