

BUSINESS FRANCE: WORKING AT THE HEART OF ATTRACTIVENESS



CONNECT

In 2020,

80

operations to promote French attractiveness have been organized throughout the world by **Business France** teams.



The **COSPE** project-steering platform is the “marketplace” administered by **Business France**.

Business France present in 55 countries, prospects

5,500

international investors.

**TEAM
FRANCE**
— INVEST —

1,212 regional offers from development agencies in France’s regions in response to investment projects detected by **Business France**.



1,560

projects broadcast in 2020 by **Business France**



41% of confirmed investments in 2020 benefited towns with fewer than 20,000 inhabitants.

94

targeted missions and co-prospection seminars have been organized abroad with French regions to showcase the key strengths of different regions with investors and influencers.



FAST-TRACK



Business France informs investors of the existing opportunities in all sectors, as well as their eligibility for state aid. Sector-based and regulatory experts may also help to guide them towards customized solutions.



Since 2017, **Business France** has helped more than

4,500

international talents and their families to set themselves up in France.

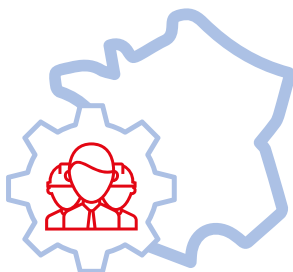
More than
1.5 M

visitors to the « **Welcome to France** » site since 2017.



78
ready-to-use industrial sites

have been stripped of all administrative authorizations and have been made available immediately for investors.



SUCCEED



On average,

23

investment decisions
were recorded every week
in France last year.



Foreign investment generated

34,567

jobs in 2020

1,215

new foreign investment
decisions, -17% compared
with 2019, **-33% globally.**



In 2020, **Business France**
identified and supported

56%

of foreign investment
projects in France.

Business France

77, boulevard Saint-Jacques
75680 Paris Cedex 14
Tel.: +33 1 40 73 30 00

