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IN 2019

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Nearly half (47%) of Japanese investments were made in manufacturing operations, where they accounted for nearly one-third (32%) of jobs created or maintained by Japanese

firms in France (Source : Business France). However, in terms of financial flows, Japan remains the leading Asian investor in France (Source : banque de France).



SOFTWARE AND IT SERVICES

ALE

The Japanese startup ALE, known for its project of artificial shooting stars, has chosen Toulouse Métropole as the location of its first European office. It has set up inside the B612 building within the Toulouse Aerospace Innovation Center, which brings together on a single site the major players in technological R&D in the fields of aerospace and on-board systems. The team will be made up of between three and five researchers.

Its establishment in Toulouse should encourage more Japanese startups to take an interest in France to develop their technologies.



AUTOMOTIVE INDUSTRY

TOYOTA MOTOR CORPORATION

Toyota Motor Corporation has announced plans to extend its car assembly plant in Onnaing (Hauts de France region) for the launch of a second sport utility vehicle (SUV) model. The plant has so far produced only one model, the Yaris, since opening in 2001. In 2018, the group had already invested €300 million to introduce a new platform to produce an additional model.

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. This projects should create 400 permanent jobs

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TAISHO PHARMACEUTICAL

PHARMACEUTICALS AND BIOTECHNOLOGIES
TAISHO PHARMACEUTICAL

Taisho Pharmaceutical Holdings is the largest Japanese firm for over-the-counter drugs, including anti-inflammatory drugs for the treatment of colds and flu, and is the leader for this type of product in Japan, ranked eighth in the world.

Taisho Pharmaceutical Holdings announced the acquisition of UPSA, the French subsidiary of the American group Bristol-Myers Squibb, on July 1, 2019. This business, specializing in anti-inflammatory drugs, including Dafalgan, Efferalgan and Fervex for the treatment of colds and flu, is ranked second for the sale of over-the-counter drugs in France. It employs 1,300 people across its two production sites located in Agen (Nouvelle Aquitaine) and 250 in its head office in Rueil-Malmaison, near Paris (Ile de France).

This investment, which will see UPSA's brand and identity maintained, will enable Taisho Pharmaceutical Holdings to have its first industrial base in Europe.



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