


**Choose
France™**

FRANCE: AN ATTRACTIVE ECONOMY

1

AN OPEN COUNTRY

France is the leading country in Europe for foreign investments (EY, 2020). It is home to nearly 17,000 subsidiaries of foreign companies and employs nearly one in eight employees. (Insee, 2018)

2

FOREIGN INVESTORS APPRECIATE FRANCE

In 2020, 87% of foreign investors thought France was an “attractive” investment location (Kantar Public/Business France, 2020). In 2019, France attracted more than 11% of all international investments. (Business France, 2020)

3

#7 ECONOMY IN THE WORLD

France is the world’s seventh largest economy, with a GDP of US\$3,315 billion in 2019 (OECD, 2020). France plays a major role in international trade and was the world’s seventh largest exporter of goods and the fourth largest exporter of services in 2019. (WTO, 2020)

4

A GATEWAY TO EMEA MARKETS

France is the second largest economy in Europe, with more than 67 million consumers, and has the highest fertility rate in Europe (Eurostat, 2018). Its central location also provides easy access to EMEA markets. France has been identified as an export hub, with 88% of companies exporting to European countries and 81% to Africa.

5

EXCELLENT CONNECTIONS

Paris Charles de Gaulle airport is ranked second for cargo and second by passenger numbers in Europe, while Paris Le Bourget and Nice Côte d’Azur have been ranked Europe’s first and second business airports (WingX Advance & PrivateFly, 2020). What’s more, France boasts the world’s sixth best road network. (WEF, Global Competitiveness Report, 2018-19)

6

ATTRACTIVE INDUSTRY

France has been Europe's leading recipient of foreign investment in industry for the last 15 years (EY, 2019), attracting 320 manufacturing investments by foreign companies in 2019, accounting for nearly 25% of the total number of investments listed. (Business France, 2020)

7

A COMPETITIVE WORKFORCE

In 2018, hourly labor productivity in France was the ninth highest in the world (The Conference Board, 2020). Hourly labor costs rose more slowly in France: + 0.7% per year between 2012 and 2018, compared with + 2.1% in Germany and + 1.9% in the EU. In manufacturing, the hourly labor cost is €38.60 in France, compared with €41.80 in Germany. (Eurostat, 2020)

8

A COUNTRY PRIORITIZING R&D

Thanks to the research tax credit (CIR), France offers one of the most advantageous R&D tax treatments in the world for companies (OECD). France is ranked first in Europe as a host country for R&D activities, ahead of the United Kingdom and Germany. (EY, 2020)

9

STRUCTURAL REFORMS

The Competitiveness and Employment Tax Credit (CICE) has been made permanent by reducing social security contributions. The labor market and unemployment insurance rules have been modernized and the vocational training and apprenticeship system has been revived. Furthermore, measures for the growth and transformation of companies have been adopted with the PACTE law.

10

FRANCE: A GREAT PLACE TO LIVE

According to the OECD Better Life Index, France is second in the world for its work-life balance, with 68% of the day spent on looking after oneself, equivalent to 16.4 hours per day. What's more, life expectancy at birth is one of the highest in the world (82.6 years), as is healthy life expectancy at the age of 60. (OECD; WHO, 2020)

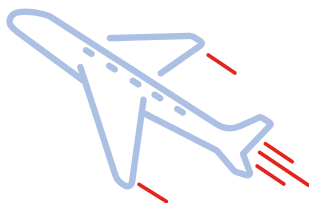


FRANCE:

#1

**DESTINATION IN
EUROPE FOR FOREIGN
INVESTMENT**

(EY, 2020)



**PARIS LE BOURGET:
EUROPE'S**

#1

BUSINESS AIRPORT

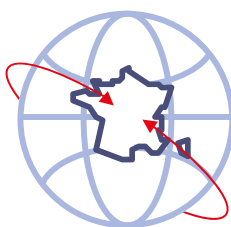
(WINGX ADVANCE - PRIVATEFLY, 2020)



7th

**LARGEST ECONOMY
IN THE WORLD**

(OECD, 2020)



**FRANCE ATTRACTED
MORE THAN**

11%

**OF FOREIGN
INVESTMENTS IN 2019**

(BUSINESS FRANCE, 2020)

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