


**Choose
France™**

FRANCE: **A NATION OF ENTREPRENEURS**

1

A DYNAMIC ECOSYSTEM

France's business environment was ranked 14th in the 2019 Global Entrepreneurship Index, and came fourth for entrepreneurial abilities, ahead of the United Kingdom and Germany (ranked sixth and eighth, respectively). (Global Entrepreneurship Index, 2019)

2

BUOYANT ENTERPRISE CREATION

More than 815,300 businesses were created in France in 2019, up 18% from 2018, with more than 38,000 in the manufacturing sector (Insee), equating to the highest level ever recorded. In 2017, France was the second leading European country for enterprise creation, with a net increase in active enterprises of 1.9%, compared with 0.2% in Germany. (Eurostat)

3

A BUSINESS-FRIENDLY ECONOMY

France is among the easiest countries in which to found a company: only 4 days are required, compared with 4.5 days in the United Kingdom, and 8 in Germany (World Bank, Doing Business, 2019). In 2017, Station F opened in Paris, and is the world's largest startup facility.

4

AWARD-WINNING ENTREPRENEURS

A number of French connected devices received awards at the 2020 Las Vegas Consumer Electronics Show, including Meyko's robot companion, which encourages children to take their medication by expressing emotions on their face; the Withings ScanWatch, which detects atrial fibrillation and sleep apnea; and Caremitou's connected litter, which detects the cat's state of health according to the quality of its urine.

5

EUROPE'S #2 VENTURE CAPITAL MARKET

In 2019, 736 transactions enabled French startups to raise more than €5 billion, a billion and a half more than in 2018. This corresponds to a 14% increase in operations and 39% in the amounts raised. There were 16 fundraising rounds worth more than €50 million, double that of 2018. (EY)

6 EASY ACCESS TO FINANCE

SMEs continue to enjoy greater access to credit, with 95% being approved for investment loans and 87% cash loans in the second half of 2018 (Banque de France). Business Angels in France, of which there are roughly 5,000, provided €63 million in finance to new businesses in 2017. (eban)

7 ATTRACTIVE FRENCH STARTUPS

French startups are increasingly attracting foreign investment. PeopleDoc, created under the name of Novapost in 2007 and specializing in human resources management software, was acquired in July 2018 by American tech company Ultimate Software for US\$300 million. The company, which employs 260 people and has more than 1,000 customers in 180 countries, has raised nearly US\$50 million since

8 ENDURING SUCCESS AND UNICORNS

France has founded a number of unicorns, such as BlaBlaCar, which has become one of the global leaders in carpooling services, Doctolib, which allows you to make medical appointments online, and Meero, the platform which connects 50,000 photography professionals with more than 31,000 companies.

9 EXTENSIVE LEVEL OF SUPPORT FOR BUSINESSES

France has introduced a range of support measures in response to the global pandemic. These include: deferral of payment of social security contributions and taxes, temporary reduction in or deferral of VAT, greater access to working capital, special support mechanisms for SMEs, and job retentions through thanks to an expansion and simplification of the short-time working scheme.

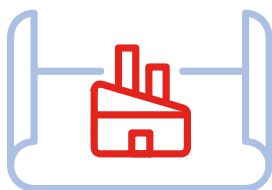
10 CORPORATE SOCIAL RESPONSIBILITY AT THE HEART OF BUSINESS STRATEGY

The PACTE law also enables companies to take better account of social and environmental issues in their business strategy. According to a study entitled 'A human adventure, SMEs and mid-size companies and CSR' by the Bpifrance Lab, 50% of these companies say they have a CSR strategy in place. According to France Stratégie, having a CSR strategy leads to a 13% rise in overall performance compared with companies which do not have one.



FRANCE:
#1
DESTINATION IN EUROPE FOR FOREIGN INVESTMENT

(EY, 2020)



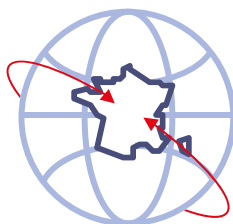
MORE THAN
815,000
COMPANIES CREATED
IN FRANCE IN 2019

(INSEE)



#2
COUNTRY IN EUROPE
FOR ENTERPRISE
CREATION

(EUROSTAT)



FRANCE ATTRACTED
MORE THAN
11%
OF FOREIGN
INVESTMENTS IN 2019

(BUSINESS FRANCE, 2020)

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