

BUSINESS FRANCE: WORKING AT THE HEART OF ATTRACTIVENESS



CONNECT

In 2021,

94

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

5,400

international investors.

**TEAM
FRANCE**
— INVEST —

1,222 regional offers from development agencies in France’s regions in response to investment projects detected by **Business France**.



1,930

projects broadcast by **Business France**



45% of confirmed investments in 2021 benefited towns with fewer than 20,000 inhabitants.

110

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,

3 million

visitors have viewed the “Welcome to France” website



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

7,000

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

127
ready-to-use industrial sites

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



SUCCEED



On average,

31

investment decisions
were recorded every week
in France last year.



Foreign investment generated

45,008

jobs in 2021

+30%

1,215

new foreign investment
decisions, **+32% from 2021**,
in a context of a recovery
with less strong FDI
flows, with +8% in Europe
(UNCTAD data)



In 2021, **Business France**
identified and supported

59%

of foreign investment
projects in France.

Business France

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

