BUSINESS FRANCE: WORKING AT THE HEART OF ATTRACTIVENESS
In 2021, 94 operations to promote French attractiveness have been organized throughout the world by Business France teams.

Business France present in 55 countries, prospects 5,400 international investors.

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

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.
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 7,000 international talents and their families to set themselves up in France.

Since 2017, 3 million visitors have viewed the “Welcome to France” website.

127 ready-to-use industrial sites have been stripped of all administrative authorizations and have been made available immediately for investors.
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.