

FRANCE: AN ATTRACTIVE INVESTMENT LOCATION

KEY INFO IN

10

POINTS

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▶ FOREIGN INVESTORS LIKE FRANCE

In 2014, two in three foreign investors believed France was an attractive investment location, compared with only one in two in 2009. (TNS-Sofres/IFA opinion poll, 2014) Thirty-three percent of them intend to expand their company's presence in France.

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▶ FRANCE: EUROPE'S LEADING RECIPIENT OF FOREIGN INVESTMENT IN INDUSTRY

France is Europe's leading destination for job-creating foreign investment in industry. (EY, 2014)

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▶ FRANCE'S DIGITAL REVOLUTION

With a land-based broadband subscriber rate of more than 37% in 2013, France is ranked second among OECD countries, and is to invest €20 billion by 2022 to bring high-speed broadband coverage to the entire country through the High-Speed Broadband France Plan. France has more than 13 million public WiFi hotspots, more than any other country in the world. (Ipass report, 2014)

4

▶ FRANCE: A HAVEN FOR UNIVERSITY STUDENTS

With more than 289,000 students enrolled in higher education, France is the third leading host country in the world for foreign students after the United States and the United Kingdom. (Campus France, 2014) France is also ranked third in the EU for the number of students in second-stage tertiary education leading to an advanced research qualification. (Eurostat, 2014)

5 ▶ FRANCE: A HAVEN FOR INNOVATION

France is ranked first, ahead of the United Kingdom and Germany, for its effective corporate tax rate on R&D operations (KPMG, Competitive Alternatives, 2014), thanks notably to France's research tax credit.

France is also the third leading recipient of R&D activities after Germany and the United Kingdom. (EY, 2014)

6 ▶ FALLING LABOR COSTS IN FRANCE

The French government's "Responsibility and Solidarity Pact" means that **labor costs will be reduced by €30 billion by 2016**. As of the second quarter of 2014, hourly labor costs in French industry (€36.81) were lower than in Germany (€38.49). (Eurostat, September 2014)

7 ▶ FRANCE: COMPREHENSIVE SOCIAL SECURITY AND HIGH LIVING STANDARDS

France is ranked third in the world for having healthcare infrastructure that matches the needs of society. (IMD, 2014) It is also ranked eighth in the world for life expectancy at birth (81.7 years). (IMD, 2014)

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▶ FRANCE LEADING THE WAY IN ENERGY TRANSITION

French industry has a smaller carbon footprint relative to GDP than the United Kingdom, Japan, Germany and the United States. (IMD World Competitiveness Yearbook, 2014)
France has very competitive electricity rates: €74 / MWh (exc. VAT) for manufacturers, compared with €84 in Germany, and €124 in the United Kingdom. (First half of 2014, Consumption between 500 and 2,000 MWh; Eurostat, 2014)

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▶ FOREIGN INVESTORS CREATE JOBS IN FRANCE

In 2013, France received 16% of all job-creating foreign investments in Europe.
Almost one employee in nine in France works for a foreign-owned subsidiary, while in the manufacturing sector this figure is one in five. These are higher levels than in Germany, Spain or Finland.

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▶ FRANCE IS FULLY OPEN TO GLOBALIZATION

France's location offers easy access to EMEA markets. In 2013, French airports set a new record, handling nearly 172 million commercial passengers. **Paris-Charles de Gaulle** is ranked **second by passenger numbers** after London Heathrow **and first for cargo in Europe**, while **Paris-Le Bourget** is **Europe's leading business airport**. (Airports Council International, ADP, 2013)



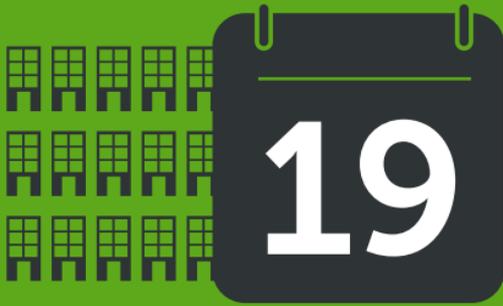
For further information, please visit:
www.sayoutofrance.com



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

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FOREIGN INVESTORS
BELIEVE FRANCE
IS AN ATTRACTIVE
INVESTMENT LOCATION





**FOREIGN
INVESTMENT
DECISIONS
PER WEEK**

NEARLY
30%

OF BUSINESS R&D
CONDUCTED BY
FOREIGN COMPANIES





33%

**OF FRENCH EXPORTS
ARE GENERATED BY
FOREIGN COMPANIES**