

France leads the way in a competitive Europe


May 2025

01

Choose France:
Embrace Europe



The European Union: Direct access to the world's largest single market

A free trade area among Member States

The world's

#2

economic power,
generating **18% of global GDP**
in 2024

United States: 26%

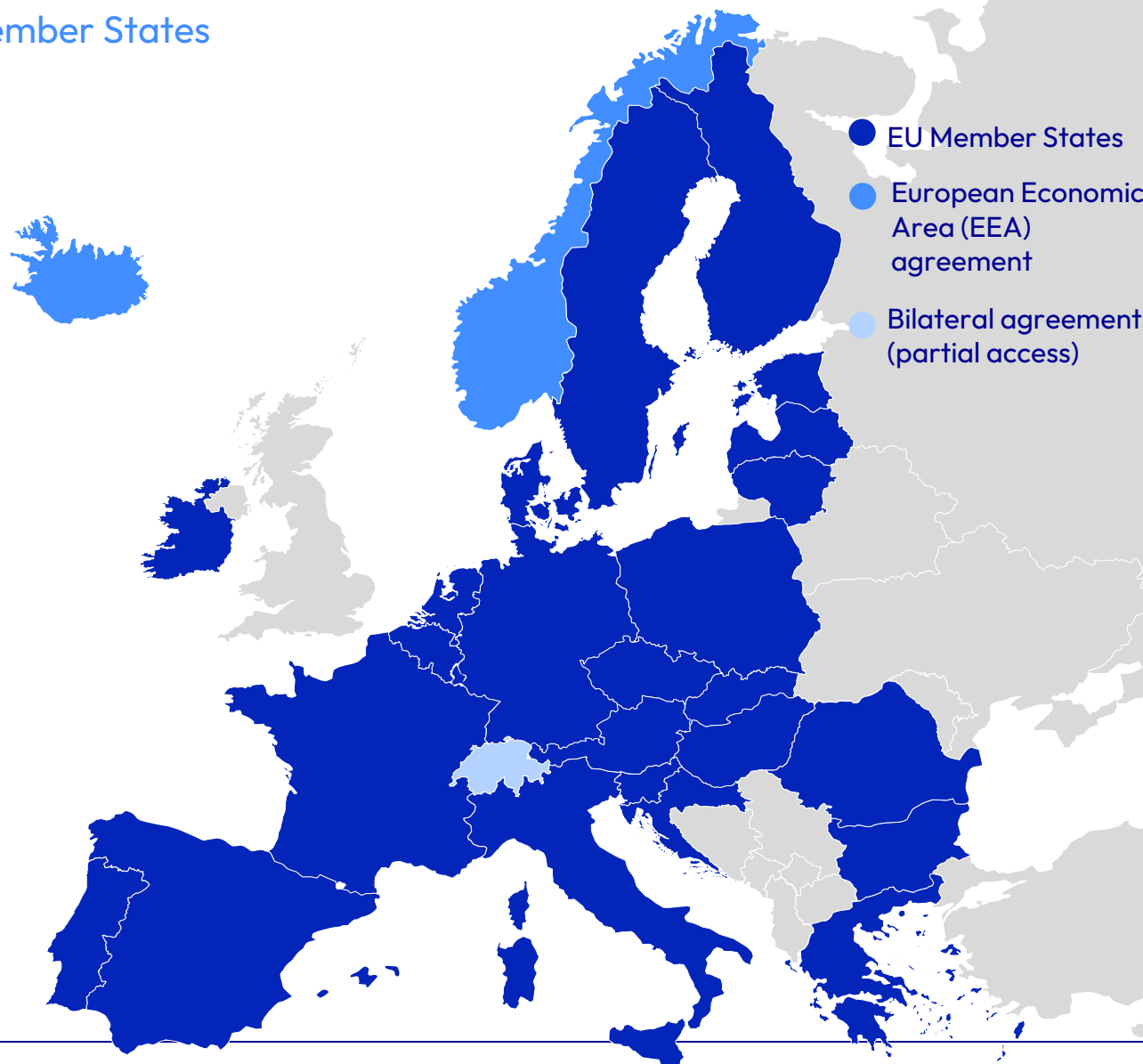
China: 17%
(IMF, 2024)

450 million

consumers
(Eurostat, 2024)

€10 trillion

in total savings
held by European households
(European Commission)



France, the

#2

European market, with more
than **68 million consumers**
(Eurostat, 2024)

In 2023,

55%

of French exports were
destined for EU countries,
circulating freely without any
customs duties

The European Single Market: A strong economic base for growth



The euro's share of global foreign exchange reserves in 2023

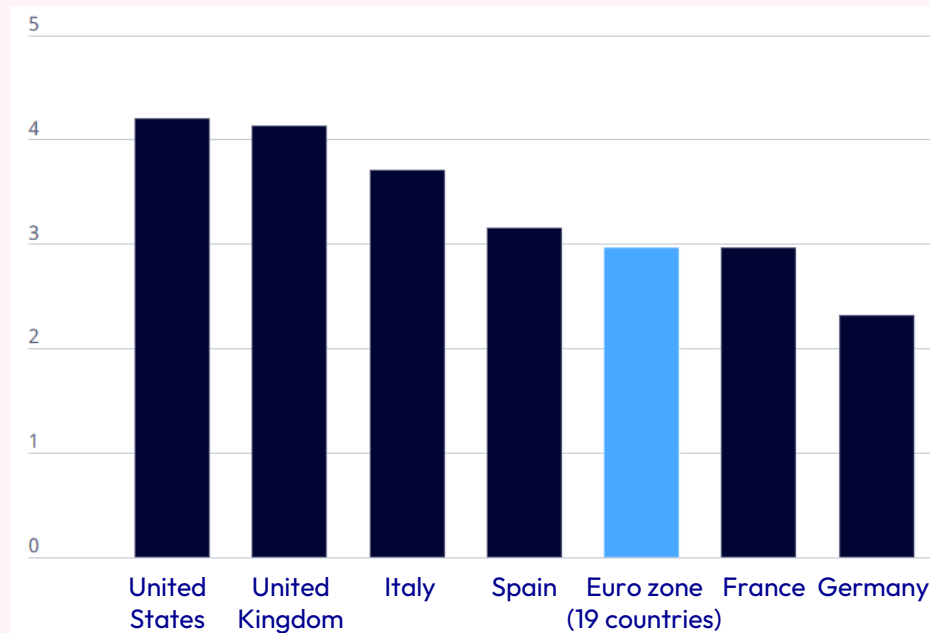
20%

The #2 currency in the world (ECB, 2024)



Favorable borrowing rates for the euro zone

Long-term interest rates (% per year, 2024)



(OECD, 2025)

Impacts of global trade tensions on growth forecasts

Euro zone

-0.2%

(Growth

projection: +0.8%)

United States

-0.9%

(Growth

projection: +1.8%)

(IMF, Revision of forecasts between January and April 2025)

Strong appeal of the Paris Stock Exchange

#1

in the EU

#4 in the world

(OFEX, 2025)

Controlled inflation

+1.7%

in France year-on-year by the end of 2024,

compared to +2.7% in the United States

(IMF, 2025)

Unemployment

7.3%

still close to its lowest levels in 40 years

(INSEE, data for Q4, 2024)

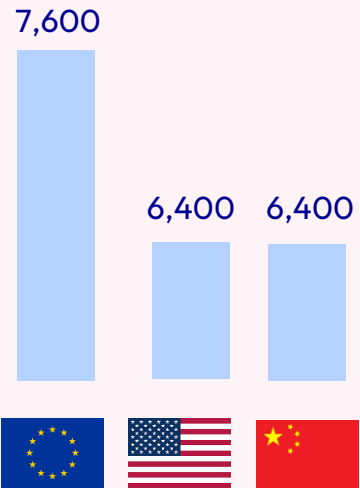


An ambitious European trade policy, designed to help businesses to make strategic sourcing decisions

76 Free Trade Agreements to remove tariff barriers and trade formalities

The European Union, the global leader in goods and services trade

Value in € billion (2023 data)



#5

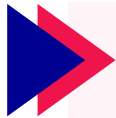
largest global exporter of goods and services in 2024 (French Treasury Directorate)

151,200

French exporting businesses in 2024 (+7,200 year-on-year) (French Customs Authorities)

(Source: European Commission)

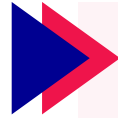
The European Union's Clean Industrial Deal: Choosing decarbonization as a pathway to sustainable economic growth



- €260 billion

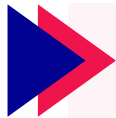
in energy costs per year by 2040

- › Long-term contracts
- › Speeding up renewable energy procedures



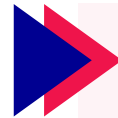
+ €100 billion

in funding through the creation of an Industrial Decarbonization Bank



The Union of Skills

Up to €90 million in funding to support human capital for a competitive Europe



'Made in Europe'

encouraged for strategic sectors in public procurement

And through the resilience criterion of the Net Zero Industry Act (NZIA)

France is ranked among the top five countries achieving the best energy transition in the world

(Energy Transition Index, WEF, June 2024)

Ambitious goals found in the Green Industry Act (2023)

-41 million tonnes

of CO₂ equivalent by 2030

(France's carbon footprint = 644 Mt CO₂ (INSEE))

+€23 billion

in investments

+40,000

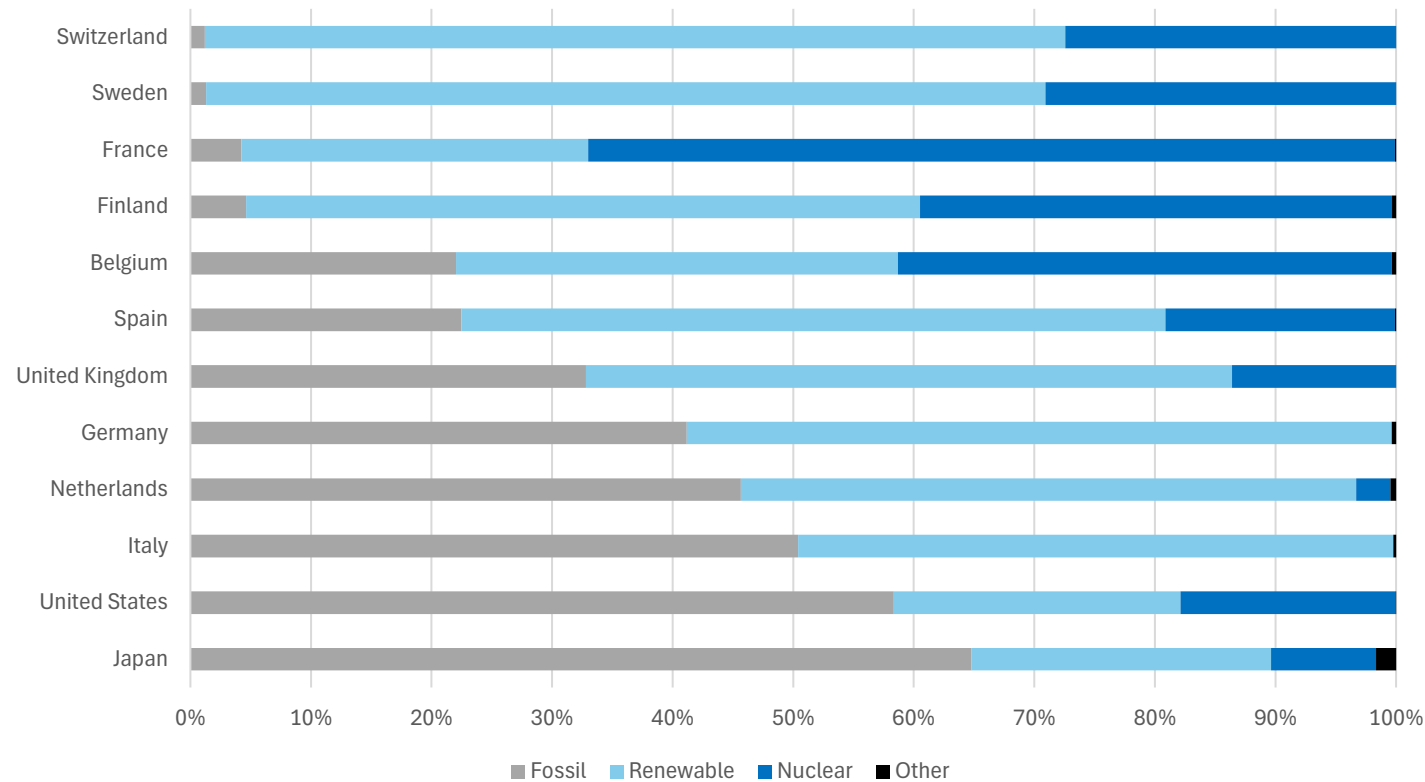
direct jobs

Europe committed to the transition to decarbonized electricity

The European energy mix, a key differentiator for competitiveness



Electricity generation structure (2024)



(Source: International Energy Agency; Business France calculations)

#1

high and extra-high voltage electricity transmission network in Europe

#2

largest nuclear facilities in the world

95%

of the electricity produced in France in 2024 was low-carbon (nuclear energy or renewable energies) (RTE, 2025)

CO₂ emissions of electricity generated in France in 2024

21 g CO₂ eq/kWh

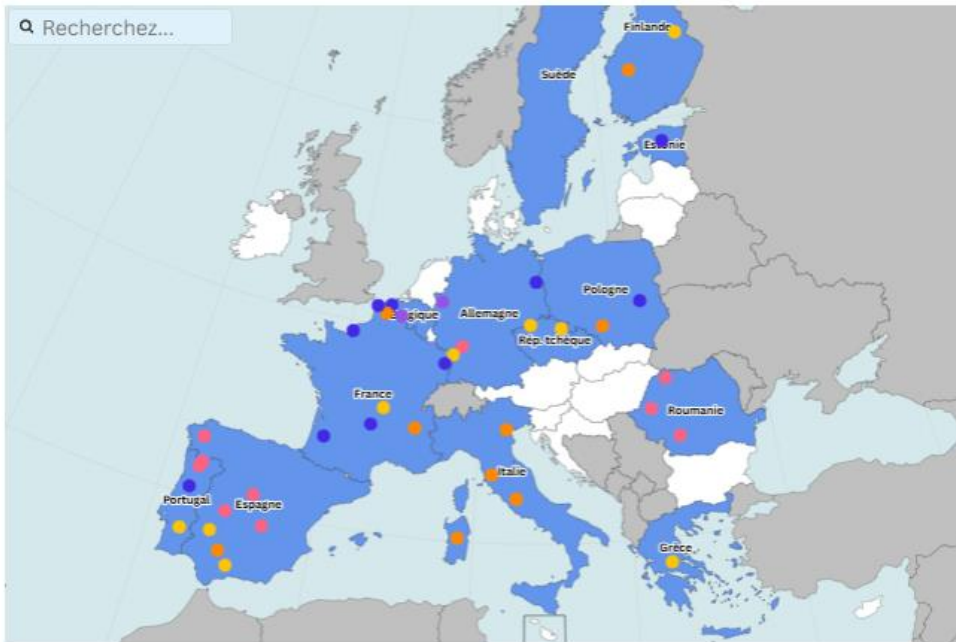
compared with an average of 292 g in the EU (2023) (RTE, 2025)

European strategic directions in the face of geopolitical and commercial risks

Reduce excessive dependencies, maintain and develop industrial capacity

Rare earths and critical materials: 47 strategic projects in the EU

■ Processing ■ Substitution ■ Extraction ■ Recycling ■ Extraction and processing



The exact locations of the sites have not been provided by the European Commission. They are regional locations.

(Source: European Commission; Toute l'Europe)

Creating a joint purchasing platform for
critical raw materials

Trans-Mediterranean co-operation to boost the exchange of
energy and clean technologies

Action Plans by the European Commission to strengthen
competitiveness and accelerate decarbonization
Steel and metals – automotive –
chemicals – circular economy

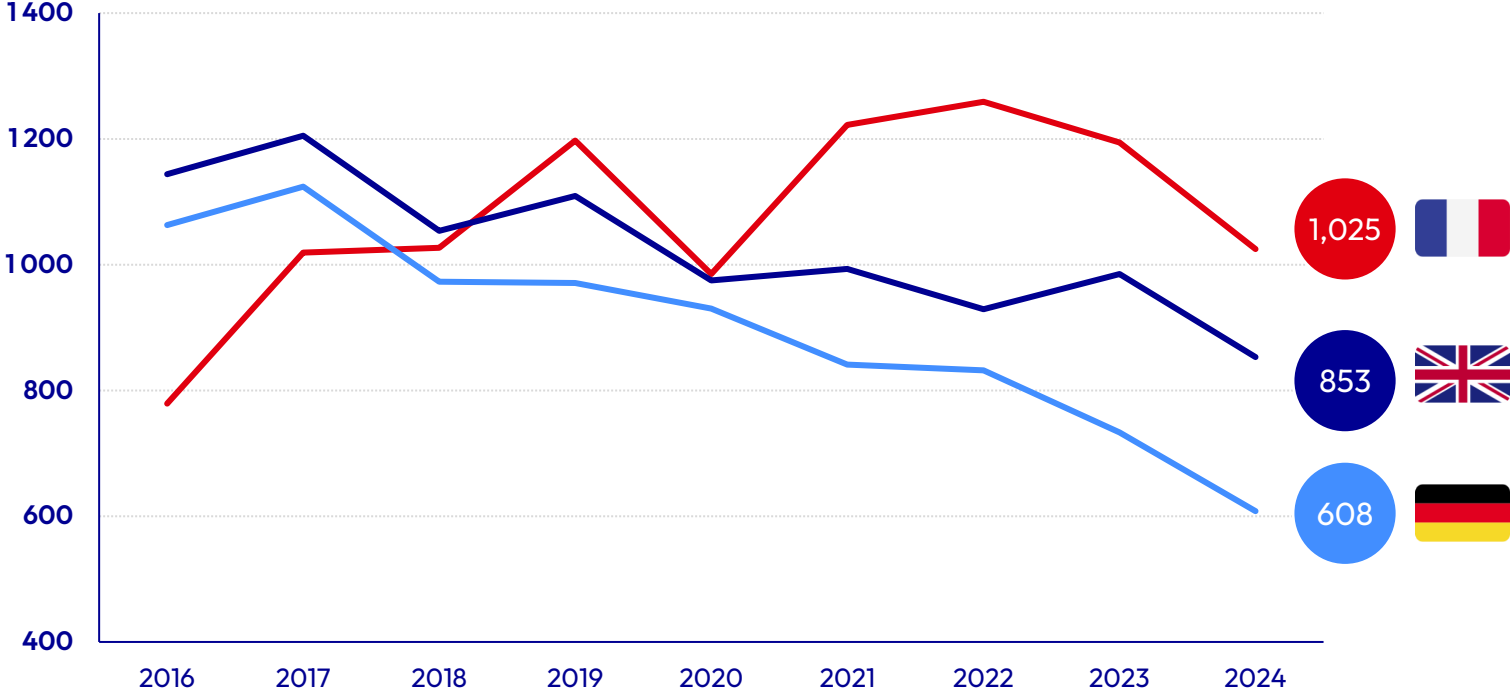
Strengthening pan-European cooperation and
defense industrial capabilities

02

France strengthens its
economic attractiveness
in an uncertain global
context

France, the leading destination for foreign direct investment projects in Europe since 2019


Annual change in the number of foreign direct investment projects



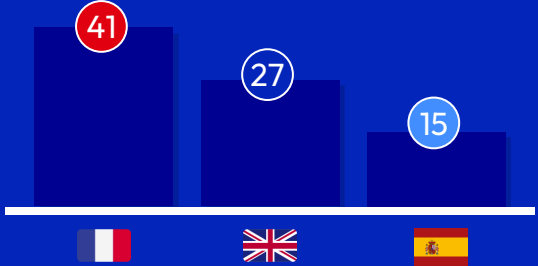
(Source: EY survey, 2025)

#1 

European destination for industrial investment projects since 2017

#1 

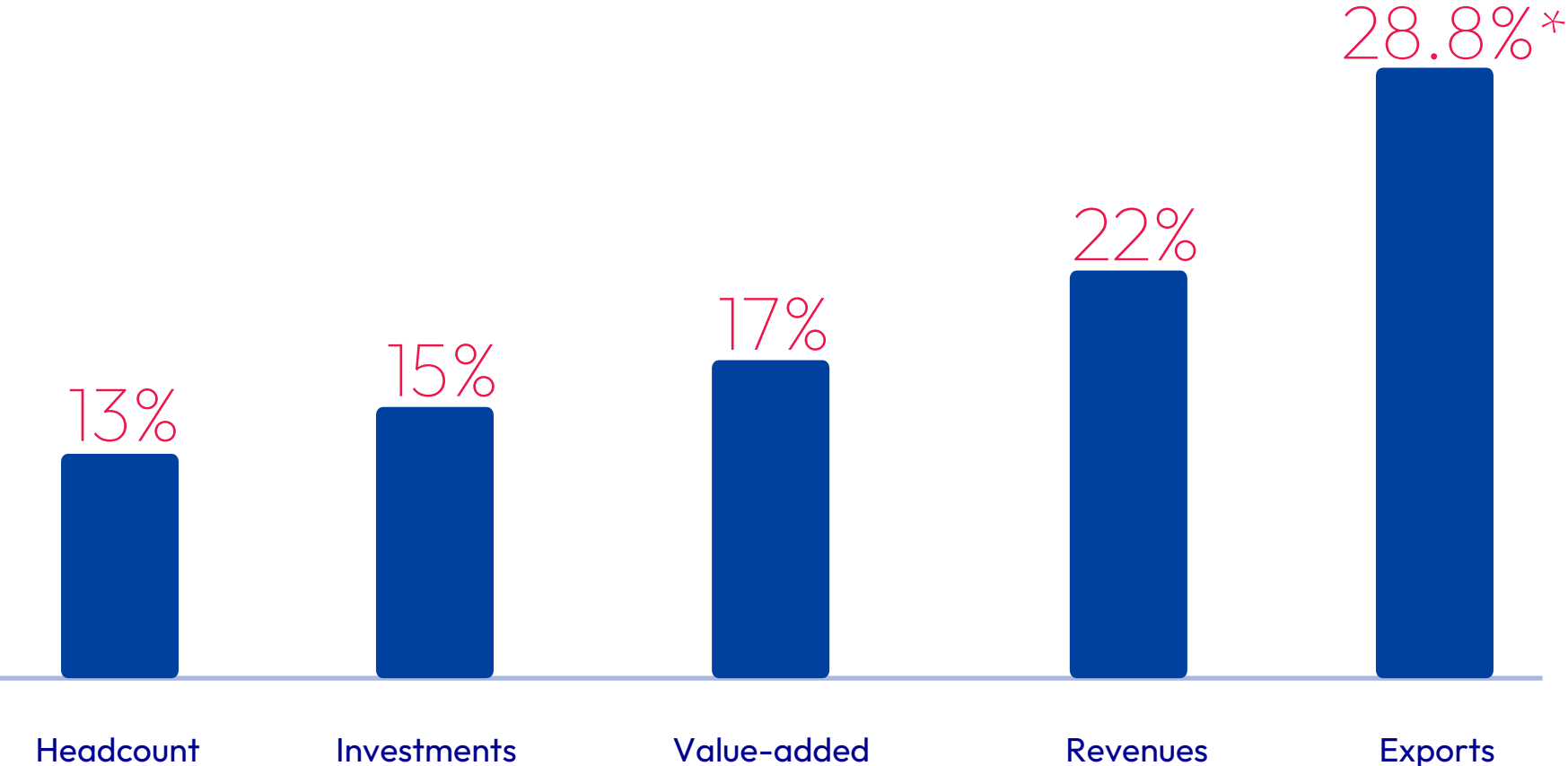
European destination for foreign investment in artificial intelligence in 2024



Country	Number of Projects
France	41
UK	27
Spain	15

Opening up France to foreign investment – A powerful economic lever

Contribution of foreign-owned businesses to the French economy (%)



49.5%
of the capital of French
CAC 40 businesses was held
by foreign investors in 2022
(Banque de France, December 2024)

INSEE, Focus no. 342, November 2024
* INSEE, Focus no. 313, November 2023

France among Europe's most dynamic innovation ecosystems

#3

country in Europe
in terms of R&D spending
(OECD, 2024)

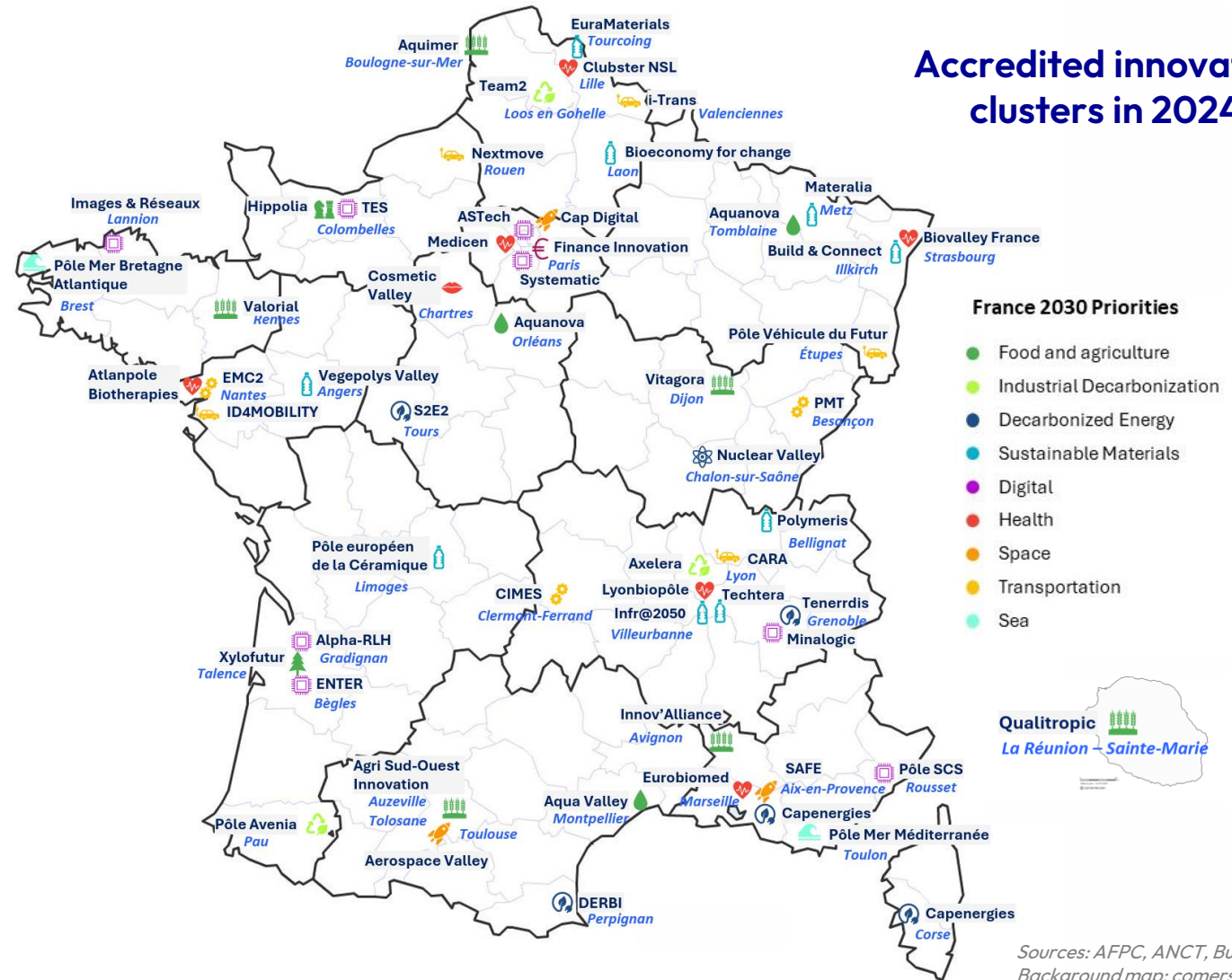
#2

country in Europe by the
number of patents filed
(WIPO, 2023)

Opportunities for partnerships with internationally renowned players in research and innovation, such as:

CNRS, CEA, Ecole Polytechnique, INRIA, Mines-Telecom, Paris Saclay

Accredited innovation clusters in 2024



Sources: AFPC, ANCT, Business France
Background map: comersis.com

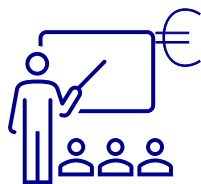
A readily available and skilled workforce, prepared for the jobs of the future

#1



EU country in the Shanghai Rankings, with four universities in the top 100

5.2%



The proportion of France's GDP that is invested in education every year (IMD, 2024)

1.2 million



engineers who graduated in France (Fédération Ingénieurs et Scientifiques de France, 2021)

42%



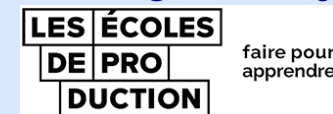
The proportion of the working population that has a tertiary education qualification (OECD, 2024)

Skills and Professions of the Future

- › Aim: To train 400,000 people/year
- › Sectors: digital, decarbonization, biopharmaceuticals, electric vehicles, nuclear, hydrogen, etc.
- › €2.5 billion budget
- › €800 million already invested, including €211 million in digital, particularly in artificial intelligence
- › 180 projects already supported

71 production schools

Training for the jobs of the future



Putting labor costs in perspective

Labor productivity

GDP per person employed
(constant 2021 US\$ PPP)



(World Bank, 2023 data)

Social protection

Out-of-pocket health expenditure
(% of current health spending, based on the international definition, paid by households in 2022)

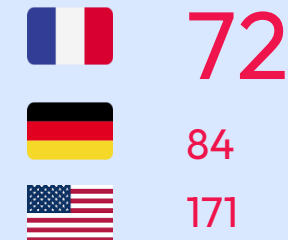


(Directorate of Research, Studies, Evaluation and Statistics (DREES), 2024)

Cost of employing a researcher

The cost of employing a researcher in France after deduction of the research tax credit

(Index: 100 = researcher cost in France, excluding state aid)



(French National Research and Technology Association (ANRT); French Ministry for the Economy, 2024)

A privileged framework to attract international talent to France

Facilitating team mobility and recruiting key talent internationally: strategic advantages for businesses



Easier mobility
Talent permit
Up to four years, renewable
Allows the spouse to work

French Tech Visa
Dedicated procedures for Tech

Attractive personal tax regime
Dedicated taxation scheme for newcomers (maximum duration of eight years)
126 bilateral tax treaties to avoid double taxation

High quality social security
74 countries (including the 27 EU Member States) connected to France through international social security agreements

Booming international education
More than 550 international programs
18 languages taught

Choose France for Science

Attracting researchers from around the world to pursue their work in Europe

Jointly funded by the state, universities, schools and research institutions

>> [Choose France for Science](#)

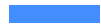


Welcome to France
HELPING YOU TO SETTLE IN
welcometofrance.com

France has excellent infrastructure



Transmission operator in Europe (size of network, volume of investment, quality of electricity supply)



European country by volume of road freight transport (Eurostat, 2023)



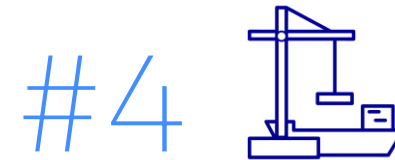
European country by length of high-speed rail lines (SNCF, 2023)



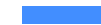
European motorway network with 11,751 km (7,300 miles) of motorway and 9,473 km of national roads (French Ministry of Transport, 2024)



European country for average internet speed and second in the world (IMD, 2024)




European country by volume of river freight transport (Eurostat, 2023)



An economic path that supports businesses

Modernization, flexibilization, simplification and cost reductions: Achievements of the reform process since 2017



Lower corporate tax
from 33% to 25%
since 2022, in line with the European average

Decrease in production taxes
-€10 billion/year
since 2021




Time limit for challenging a dismissal is
now limited to one year

Capping of compensation
for unfair dismissal



Environmental permit process
for an industrial site divided by two

Target: nine months
for any industrial project, subject to the
regulations on regulated facilities for
environmental protection (ICPE)



Social security
contribution exemptions
on low wages

Nominal unit labor cost*: +4.3% between
2022 and 2023, vs. 6.9% in Germany, 6.2% in
Spain, EU average: 6.7% (Eurostat, 2025)

* The ratio of labor costs to labor productivity

“France 2030”: An unprecedented €54 billion innovation support plan

To boost industrial competitiveness and future technologies throughout the innovation lifecycle

7,500
projects supported

+6,000
patent applications



155,000
direct jobs created

+18 Mt CO₂
saved annually thanks to
the projects undertaken

1 million
people trained for the
jobs of the future,
by 2030

€15 billion
remaining to be committed



Increased support for projects in:
artificial intelligence (AI), quantum technologies,
space, nuclear energy and dual-use technologies
(civilian and military)

A plan well underway
to support tangible projects



640,000 electric vehicles
produced annually in France,
with a target of two million by
2030



€3.4 billion from “France
2030” (around 10%) has been
invested in projects focused on
artificial intelligence, or with a
strong AI component



47 biopharmaceuticals
produced in France



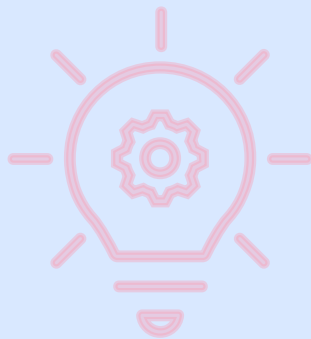
Four micro-launcher projects

(Source: General Secretariat for Investment)

Flagship schemes to foster innovation and finance the green transition

Research tax credit

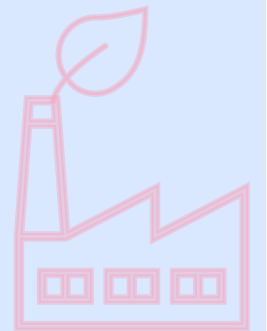
30% of spending on R&D
up to €100 million
and 5% above



Green industry investment tax credit (C3IV)

Financing the production of key technologies
wind/solar panels/batteries/
heat pumps

Rates between 20% and 40%
Up to €150-200 million per business



Solutions to quickly set up a new plant in France

55 “France 2030” ready-to-use sites

- > Strategically prepared sites supported by the State
- > Objectives :
 - > Short-term availability
 - > Complete site inspection
 - > Pre-development
- > Simplified procedures
- > Control over processing times

35 sites to host data center projects, particularly for artificial intelligence applications

Interactive data maps

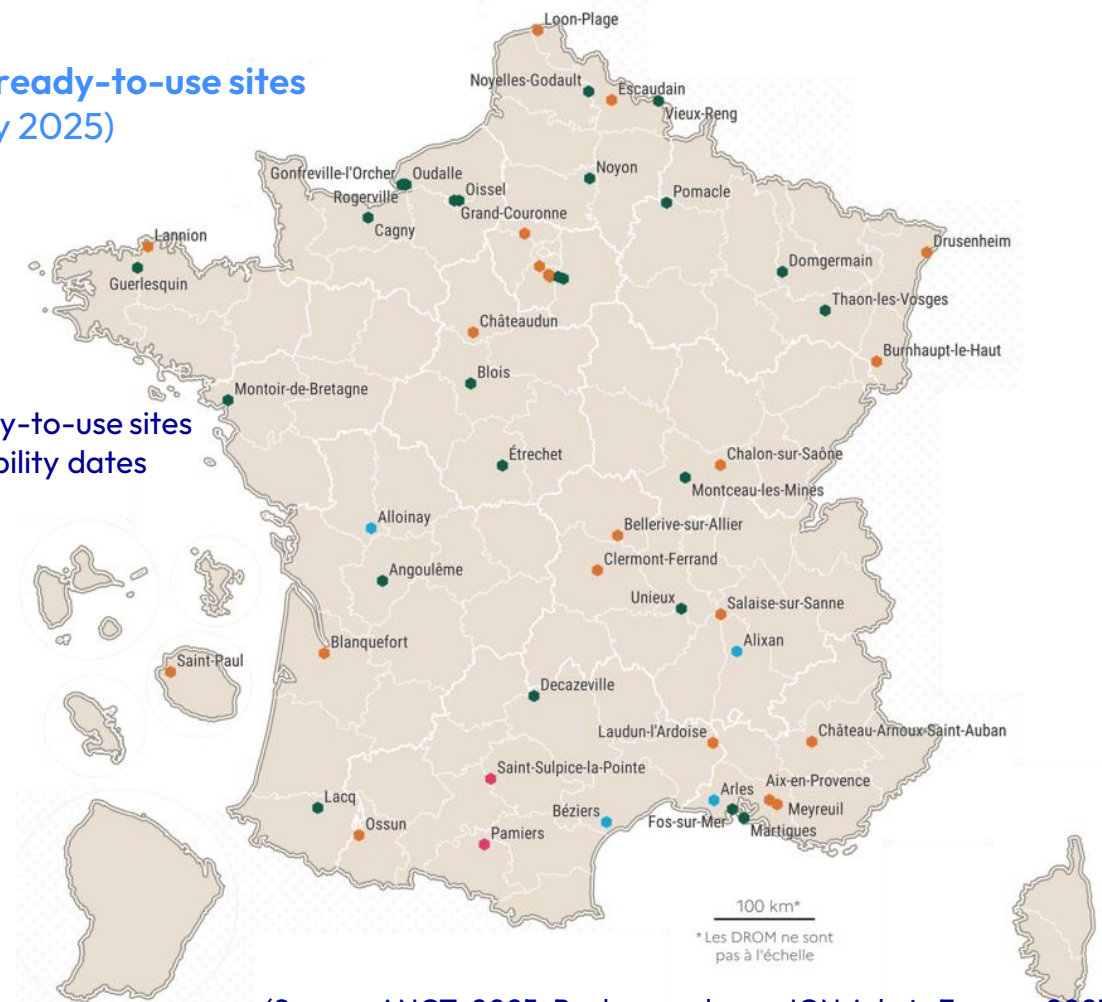
- > [France Foncier +](#): Economic land available
- > [Data Emploi](#): Talent pool
- > [Observatoire du déploiement de la 5G](#)

55

“France 2030” ready-to-use sites
(as of 13 January 2025)

Maturity level of ready-to-use sites
and estimated availability dates

- 2024
- 2025
- 2026 - 2027
- 2027 - 2030



(Source: ANCT, 2025; Background map: IGN Admin Express 2023)

“Choose France”: An international summit dedicated to investors

Eighth “Choose France” summit: **May 19, 2025**



Seventh “Choose France” summit, Château de Versailles, May 13, 2024

Since 2018

178
projects announced

€47 billion
in investment announced

Key events not to be missed

February 2025



AI ACTION SUMMIT

€109 billion

in private investments announced for the development of infrastructure projects and deployment in France

61 countries signed

signed a declaration for an “open, inclusive, and ethical” artificial intelligence

June 2025



55th INTERNATIONAL
PARIS AIR SHOW
LE BOURGET
JUNE 16-22, 2025

55^e SALON INTERNATIONAL
DE L'AÉRONAUTIQUE & DE L'ESPACE
PARIS • LE BOURGET
16-22, JUIN 2025

Business France serves the international development of the French economy



INVEST

3,724

businesses met during in-depth business talks by Business France teams in 2024

1,817

projects presented to regional development agencies in 2024

26,081

jobs created or maintained, thanks to investment projects supported by Business France in 2024

EXPORT

12,292

SMEs and mid-sized companies supported in foreign markets

€1.83 billion

in additional export revenues

31,000

jobs created in France

V.I.E

11,555

VIEs in position in 120 countries

91%

of businesses recommend the VIE program

120,000+

beneficiaries of the VIE program since 2001

- › **Provide support**, in the long term, to the international development of French businesses and those operating in France, particularly mid-size companies and SMEs.
- › **Promote** sectors of French excellence and the sectors of the future, to drive competitiveness and innovation.
- › **Support** the international development of French businesses and youth by developing the VIE International Internship Program.
- › **Court and attract** foreign investments to France that create value and jobs, and welcome and support international talent.
- › **Promote** the business image of France, its firms and its regions.

In partnership with:



**MINISTÈRE
DE L'ÉCONOMIE,
DES FINANCES
ET DE LA SOUVERAINETÉ
INDUSTRIELLE ET NUMÉRIQUE**

*Liberté
Égalité
Fraternité*

Direction générale
du Trésor



**MINISTÈRE
DE L'EUROPE
ET DES AFFAIRES
ÉTRANGÈRES**

*Liberté
Égalité
Fraternité*

Direction générale de la mondialisation

Direction de la diplomatie économique



**Choose
FranceTM**