

# ASEAN+OCEANIA

There were 31 new investment decisions recorded in France from ASEAN member countries and Oceania<sup>1</sup> in 2023, creating 659 jobs in the country, including 200 in logistics.



### They chose France in 2023

**FPT Software:** Present in France since 2008, the Vietnamese global technological service provider, FPT Software, has just established its third agency in France at the Sophia-Antipolis technology park (Provence-Alpes-Côte d’Azur region) and has announced the majority acquisition, up to 80%, of the French IT consultancy company AOSIS. These strategic initiatives aim to strengthen its delivery capabilities, generate new commercial opportunities and expand its customer base in the French market. In 2023, the FPT group saw record revenues of US\$2.15 billion, 60% of which came from the technology sector (including national and international IT services) and in which FPT Software recorded revenues of US\$1 billion.

Breakdown by source country		
Source country	Projects	Jobs
Vietnam	9	161
Singapore	8	304
Australia	7	72
Thailand	4	48
New Zealand	2	69
Malaysia	1	5
Total	31	659

From 2023, investments in decarbonization, digitalization, safeguarding and technological partnerships are recorded by Business France in the Annual Report, even when they do not generate jobs, as they strengthen French industrial capacity, safeguard the sites of the foreign investors and are part of the “France 2030” attractiveness strategy.

### ASEAN+Oceania investments in France

The FDI stock\* of businesses from ASEAN member countries or Oceania in France is around €4.3 billion.

Thirty-one new investments from ASEAN member countries or Oceania were confirmed in France in 2023, creating 659 jobs. Vietnam was the leading investor country in terms of project numbers (nine projects), but Singapore remained the leading investor in terms of jobs created (304 jobs).

New establishments accounted for the majority of investments from the area (70% of projects), while in terms of business activity, decision-making centers (29%), retail outlets (23%) and R&D, engineering and design centers (19%) led the way.

### Breakdown of projects by business activity

Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	9	70	29%	11%
Logistics	1	200	3%	30%
Retail outlets	7	105	23%	16%
Production/Manufacturing	3	27	10%	4%
R&D, engineering, design	6	129	19%	20%
Business services	2	70	6%	11%
Consumer services	3	58	10%	9%
Total	31	659	100%	100%

### Top 5 business sectors by projects

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
Automotive industry	7	105	23%	16%
Financial services and insurance	5	66	16%	10%
IT services	4	81	13%	12%
Hospitality, tourism and restaurants	4	61	13%	9%
ELECTRICAL/IT EQUIPMENT	3	44	10%	7%

Source: Annual Report 2023, Business France

<sup>1</sup> ASEAN member countries: Burma, Brunei, Cambodia, Indonesia, Laos, Malaysia, Philippines, Singapore, Thailand, Vietnam. Oceania: Australia and New Zealand.

From a sectoral point of view, the automotive industry dominated, with seven investment projects, followed by the financial services and insurance sector (five projects).

Ile de France (Paris region) was the leading regional recipient of investments from ASEAN+Oceania in 2023, receiving nearly one-third of projects, ahead of Grand Est (six projects) and Occitanie (four projects).

\* Source: Banque de France, 2023; FDI stock in France (immediate investor) as of December 31, 2022, excluding confidential data.

### Change in projects and jobs since 2019

