

LATIN AMERICA

In 2023, 35 new investment projects in France from Latin American businesses¹ were recorded, including 34 that enabled the creation of 1,517 jobs, a number which has increased 3.2-fold in a year.



35

projects in 2023, including 34 that were job-creating

1,517

jobs created by Latin American projects

1 in 3

projects created in hospitality, tourism and restaurants nationwide

3.2 x more

jobs created as in previous year

TOP 3 BUSINESS ACTIVITIES

Retail outlets (20 projects)
Decision-making centers (7 projects)
Manufacturing (4 projects)



They chose France in 2023

UCB: Recognized as the leading energy storage solutions firm in Brazil and Latin America, UCB has led Brazil’s energy transition program since it was established in 1973. Combining extensive experience in the manufacturing of electronic products and the development of energy storage solutions, the business is headquartered in São Paulo and has two factories, located in the cities of Manaus and Extrema. It has also set up business partnerships with two Asian offices, one in Seoul (South Korea) and the other in Shenzhen (China).

Considering the Ethical, Social, Governance agenda a fundamental pillar of its activities, the firm has signed the United Nations Global Compact. Among the 1,000 largest businesses in Brazil, UCB is constantly expanding. In 2023, it established an important partnership with Business France, the national agency supporting the international development of the French economy, fostering export growth by French businesses.

In 2024, UCB inaugurated its commercial operations in Marseille (Provence-Alpes-Côte d’Azur region) and plans to set up manufacturing operations soon. This initiative aims to meet the demand of the European market, recognized as one of the most promising for the energy storage sector.

Furthermore, this strategic expansion enables the firm to meet the growing demand for energy efficiency in Africa and French overseas territories, thereby strengthening its key role in the energy transition agenda in Brazil and beyond.

Breakdown by source country

Source country	Projects	Jobs
Mexico	24	412
Brazil	5	60
Argentina	3	1,000
Chile	2	40
Colombia	1	5
Total	35	1,517

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.

Latin American investments in France

The FDI stock* of businesses from Latin America in France is around €1.6 billion.

In 2023, some 35 new investment projects from this area were recorded in France, including 34 that enabled the creation of 1,517 jobs, a number which has increased 3.2-fold in a year. Nearly 70% of projects came from Mexican businesses and two-thirds of jobs were created by Argentinian firms.

Retail outlets were the most common type of activity by Latin American businesses, accounting for 57% of projects and a little over one-quarter of jobs. Decision-making centers were responsible for 20% of projects and 39% of jobs.

Breakdown of projects by business activity

Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	7	597	20%	39%
Retail outlets	20	390	57%	26%
Production/Manufacturing	4	20	11%	1%
R&D, engineering, design	2	10	6%	1%
Business services	2	500	6%	33%
Total	35	1,517	100%	100%

Top 5 business sectors by projects

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
Hospitality, tourism and restaurants	20	390	57%	26%
IT services	4	1,030	11%	68%
Other services	2	20	6%	1%
Consulting and business services	2	10	6%	1%
Construction, building materials	2	7	6%	0.5%

Source: Annual Report 2023, Business France

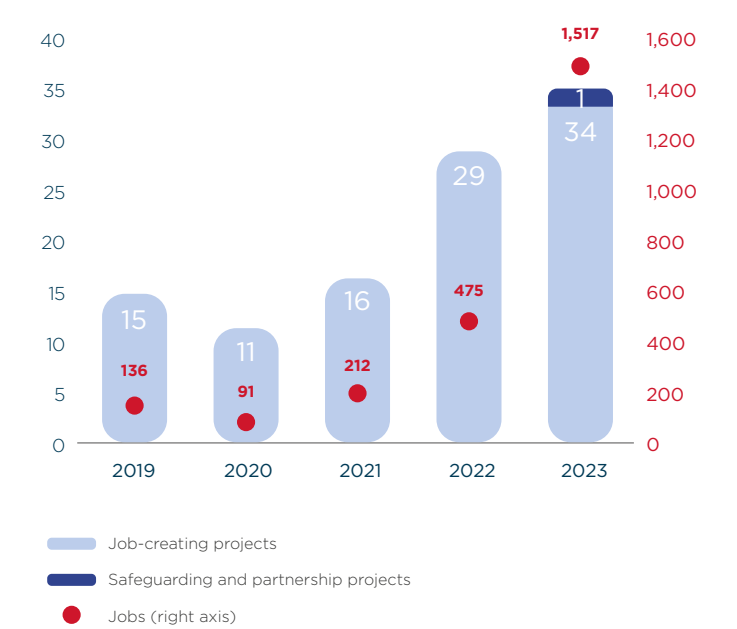
¹ Argentina, Belize, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, Guatemala, Guyana, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Salvador, Suriname, Uruguay, Venezuela.

Hospitality, tourism and restaurants welcomed 57% of projects and 26% of jobs, placing it as the leading investment sector, ahead of IT services, which created the most jobs (11% of projects; 68% of jobs). Nationwide, nearly one-third of jobs in this sector were created by Latin American businesses.

Ile de France (Paris region) and Auvergne-Rhône-Alpes accounted for the majority of projects from Latin America, with 23% and 17%, respectively, of the projects received, with Provence-Alpes-Côte d’Azur coming third, with 14% of 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



Top 3 host regions in 2023

ILE DE FRANCE (PARIS REGION) 8 projects

AUVERGNE-RHÔNE-ALPES 6 projects

PROVENCE-ALPES-CÔTE D'AZUR 5 projects

