


# SWITZERLAND

There were 84 Swiss investments recorded in France in 2023, including 79 that created 5,986 jobs nationwide. Overall, Swiss investments were diversified and present in numerous sectors of the French economy.

84

projects in 2023, including 79 that were job-creating



5,986

jobs created by Swiss projects

1 project in 2

was in manufacturing

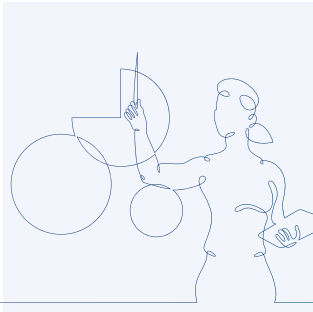


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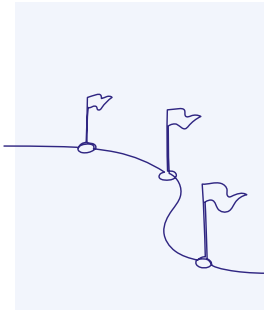
of projects went to bordering regions

TOP 3 BUSINESS ACTIVITIES

Manufacturing (41 projects)  
Business services (14 projects)  
R&D, engineering (9 projects)



Number of projects and jobs by investment type			
Projects		Jobs	
28	Creation	1,507	
51	Expansion	4,479	
+5 safeguarding and partnership projects			



### They chose France in 2023

**Maxon:** The family-owned Maxon Group, a global leader in high-precision drive systems, arrived in France in 2014. It strengthened its commitment to the country in 2021 by establishing its Innovation and Manufacturing Center dedicated to mechatronic systems in Beynost (Auvergne-Rhône-Alpes region). This 4,200 sq. m. industrial site expanded considerably in 2023 to support the development of the light e-bicycle segment, the rise of innovative “made in France” medical devices and French re-industrialization, thanks to its robotics market. The workforce has increased from 50 to 75 employees and is expected to top 100 people by 2030.

**Acrotec:** The Acrotec Group, specializing in precision micromechanics, has unveiled its new machining facility in Faverges (Auvergne-Rhône-Alpes region). Focused on the creation of luxury jewelry, the project will potentially generate between 20 and 30 jobs, thereby injecting positive energy into the local economy. In accordance with a regional development plan, this site is emerging as a key element of a developing luxury hub, bringing together industrial players and specialized establishments. The French subsidiary, Precipro, is creating an innovative partnership with the Saint Eloi School of Jewelry, combining infrastructure, training, technical support, recruitment facilities and network sharing. This is an initiative where luxury and regional development come together, with the Acrotec Group being at the heart of an innovative dynamic.

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.

### Swiss investments in France

The FDI stock\* of businesses from Switzerland in France is around €98 billion, making Switzerland the fifth country with the largest FDI stock in France.

There were 84 Swiss investments recorded in 2023, including 79 that created 5,986 jobs, a figure up 45% in just one year.

The leading activity served by Swiss investments in France in 2023 was production/manufacturing, which accounted for nearly one project in two and 40% of jobs. More than two-thirds of investments in these activities concerned expansions of existing sites.

With 20% of projects and 45% of jobs, the consulting and business services sector had the largest number of investments and jobs created, due to a large progression of interim permanent contracts.

### Breakdown of projects by business activity

Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	9	116	11%	2%
Logistics	4	531	5%	9%
Retail outlets	4	35	5%	1%
Production/Manufacturing	41	2,376	49%	40%
R&D, engineering, design	9	558	11%	9%
Business services	14	2,298	17%	38%
Consumer services	3	72	4%	1%
Total	84	5,986	100%	100%

### Top 5 business sectors by projects

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
Consulting and business services	17	2,713	20%	45%
Metalworking	7	325	8%	5%
Electrical/IT equipment	6	544	7%	9%
Machinery and mechanical equipment	6	453	7%	8%
Agri-food	6	57	7%	1%

Overall, Swiss investments were diversified and present in numerous sectors. Switzerland was the leading job creator in the textiles and accessories sector, principally thanks to watchmaking and jewelry, as well as in the metalworking and electrical/IT equipment sectors.

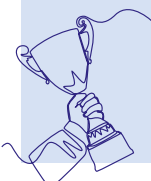
Bordering regions of France with Switzerland received the most Swiss investment, led by Auvergne-Rhône-Alpes (19% of projects), followed by Grand Est (13%) and Bourgogne-Franche-Comté (13%).

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

### Change in projects and jobs since 2019



### Top 3 host regions in 2023



AUVERGNE-RHÔNE-ALPES 16 projects

GRAND EST 11 projects

BOURGOGNE-FRANCHE-COMTÉ 11 projects