

# NETHERLANDS

There were 124 Dutch investment projects recorded in France in 2023, including 123 that created 1,716 jobs. Furthermore, the Netherlands held first place among investors and job-creators in the sport and leisure sector, bringing together 93% of projects and 90% of jobs.

124 projects in 2023, including 123 that were job-creating

1,716 jobs created by Dutch projects

52% of projects were related to consumer services

#1 investor and job creator in the sport and leisure sector

TOP 3 BUSINESS ACTIVITIES

Consumer services (64 projects)  
Manufacturing (19 projects)  
Logistics (12 projects)

### Number of projects and jobs by investment type

#### Projects

92

31

+1 safeguarding and partnership project

Creation

Expansion

#### Jobs

1,088

628

### They chose France in 2023

**AkzoNobel:** A major global player in the paints and coatings market, AkzoNobel has invested €7 million at its Dourdan site (Paris/Ile de France region) over the past three years. These investments include two new production lines, accompanied by the introduction of advanced technologies, notably automation systems and the digitalization of its workshops. They help optimize the business’s production processes and strengthen the site’s manufacturing capacity. This initiative demonstrates AkzoNobel’s continued commitment to France and its desire to meet its market’s demand for high-quality paints.

**Picnic:** The online supermarket, Picnic, has confirmed its success in France by opening new hubs in the Hauts de France region, thereby consolidating its regional presence. Furthermore, 2023 was also the year of continued expansion and the inauguration of its first fulfillment center in the Paris/Ile de France region, accompanied by the opening of eight last-mile delivery hubs. This significant development will create hundreds of jobs in the region, underlining Picnic’s positioning as a major player in the grocery delivery sector in France and its ability to successfully meet growing demand.

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.

### Dutch investments in France

The FDI stock\* of businesses from the Netherlands in France is around €100.5 billion, making the Netherlands the fourth country with the largest FDI stock in France.

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The main activities served by Dutch investment in France in 2023 were consumer services (52% of projects; 28% of jobs), followed by production/manufacturing (15% of projects; 25% of jobs) and logistics (10% of projects; 27% of jobs).

### Breakdown of projects by business activity

Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	6	32	5%	2%
Logistics	12	460	10%	27%
Retail outlets	11	69	9%	4%
Production/Manufacturing	19	421	15%	25%
R&D, engineering, design	6	146	5%	9%
Business services	6	100	5%	6%
Consumer services	64	488	52%	28%
Total	124	1,716	100%	100%

### Top 5 business sectors by projects

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
Sport and leisure	62	472	50%	28%
Wholesale and retail	14	337	11%	20%
Agri-food	7	181	6%	11%
Chemicals, plastics	5	189	4%	11%
Electronic components	5	116	4%	7%

Source: Annual Report 2023, Business France

In 2023, the Netherlands was the number one investor and job creator in the sport and leisure sector (93% of projects; 90% of jobs). This trends reflects the leading destination sectors of Dutch investment, with sport and leisure coming first (50% of projects; 28% of jobs), ahead of wholesale and retail (11% of projects; 20% of jobs) and agri-food (6% of projects; 11% of jobs).

In 2023, the French region receiving the most Dutch investment projects was Ile de France (Paris region) (23% of projects; 28% of jobs), ahead of Bourgogne-Franche-Comté (12% of projects; 16% of jobs).

\* 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

ILE DE FRANCE (PARIS REGION) 28 projects

BOURGOGNE-FRANCHE-COMTÉ 15 projects

HAUTS DE FRANCE 14 projects

