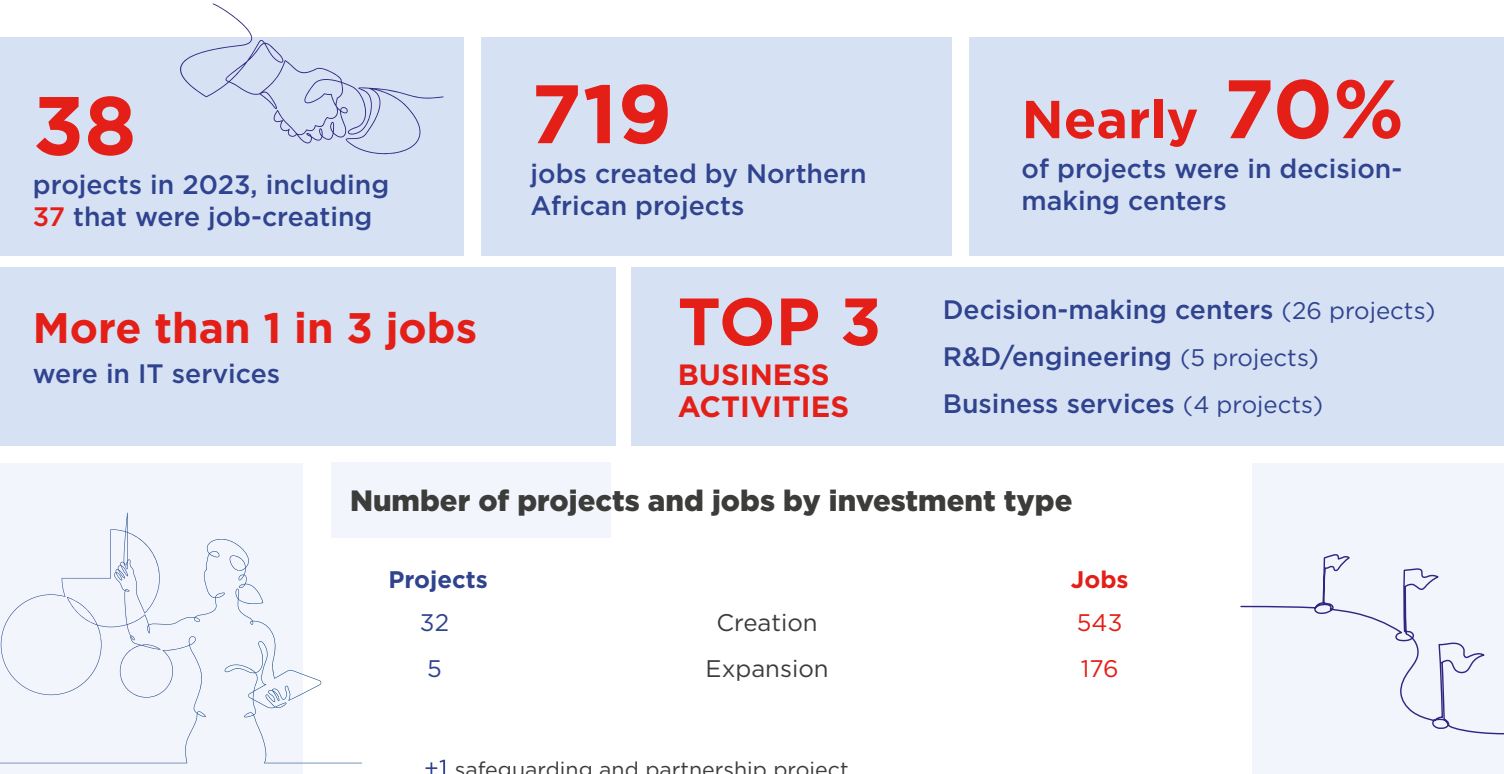


NORTHERN AFRICA

In 2023, businesses from Northern African¹ countries carried out 38 new investment projects in France, creating a total of 719 jobs. Northern African businesses chose France above all to roll out decision-making center activities.



They chose France in 2023

Seabot: This Tunisian startup develops small and medium-sized underwater drones, used for data collection and inspection missions. For its first international opening, the firm chose Brest (Bretagne/ Brittany region) for faster access to the market and to develop its artificial intelligence operations in partnership with universities and research centers in Brittany. Some 24 jobs (including 15 in R&D) will be created over the next three years.

T-Man Holding: To fast-track its international expansion, the Moroccan group T-Man Holding recently acquired a 1,700 sq. m. building in Gennevilliers (Paris/Ile de France region). This site will be its new European headquarters and will host a second cash and carry site (after that of Rungis, Paris/Ile de France) for the distribution of ethnic products. This investment of nearly €500,000 will be accompanied by the creation of 37 additional jobs over three years.

Intelcia: This Moroccan group is the third largest outsourcing group in France. It is also the leading Moroccan employer, with more than 4,000 employees in France in 2023, following the recent takeover of Coriolis

Services and the development of its sites in Marseille (Provence-Alpes-Côte d'Azur region, 20 additional jobs), in Charleville-Mézières (Grand Est, 84 additional jobs) and in Sedan (Grand Est, creation of 53 jobs over three years).

Wattnow: This Tunisian startup, created in 2018 and specializing in intelligent energy management via the Internet of Things, has chosen to set up in the Occitanie region. The project includes the creation of more than sixty jobs over three years in Toulouse, including the establishment of an R&D center to strengthen the software development and artificial intelligence teams.

Breakdown by source country

Source country	Projects	Jobs
Tunisia	19	361
Morocco	17	341
Algeria	2	17
Total	38	719

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.

Northern African investments in France

The FDI stock* of businesses from Northern Africa in France is around €2.8 billion.

There were 38 new Northern African job-creating investments recorded in France in 2023, including 37 that created 719 jobs nationwide. Tunisia (50% of projects and jobs) and Morocco (45% of projects; 47% of jobs) were responsible for nearly all projects and jobs generated.

The majority of projects (68%) and jobs created (54%) concerned activities relating to decision-making centers, reflecting France's strategic position as a gateway to the European market for a large number of Northern African businesses. R&D and engineering activities made up 13% of projects and 14% of jobs, followed by business services (11% of projects; 25% of jobs).

Breakdown of projects by business activity

Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	26	389	68%	54%
Logistics	1	37	3%	5%
Production/Manufacturing	2	15	5%	2%
R&D, engineering, design	5	101	13%	14%
Business services	4	177	11%	25%
Total	38	719	100%	100%

Top 5 business sectors by projects

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
IT services	15	261	39%	36%
Consulting and business services	6	206	16%	29%
Electrical/IT equipment	2	35	5%	5%
Education and training	2	31	5%	4%
Agri-food	2	27	5%	4%

Source: Annual Report 2023, Business France

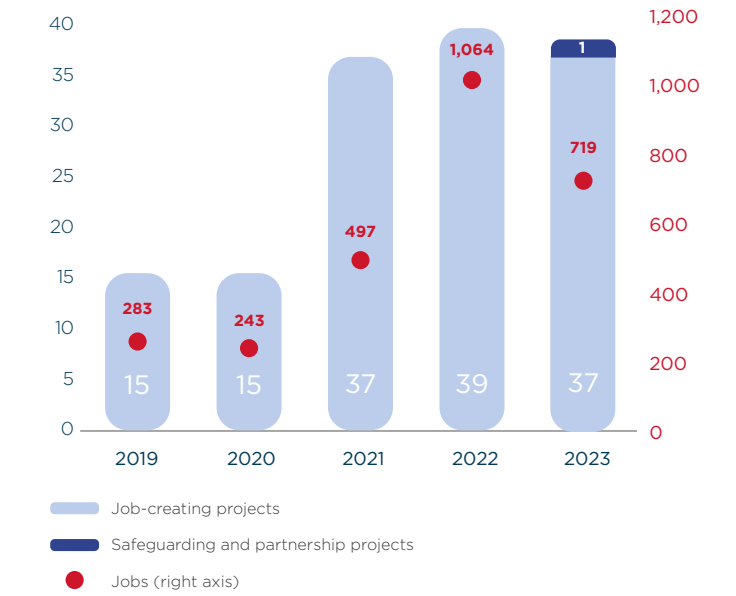
¹ Algeria, Libya, Mauritania, Morocco, Tunisia.

Two sectors stood out for the number of projects and jobs: IT services (39% of projects; 36% of jobs) and consulting/business services (16% of projects; 29% of jobs). In particular, projects in the IT services sector carried out by Northern African businesses accounted for 11% of all projects in this sector carried out by foreign investors in France in 2023.

Ile de France (Paris region) was the leading French region for hosting investments from Northern Africa (29% of projects), ahead of Provence-Alpes-Côte d'Azur (24%) and Grand Est (11%).

* 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

