

# AUSTRIA

There were 20 Austrian investment projects recorded in France in 2023, including 13 that created 87 jobs. Furthermore, 85% of projects and 91% of jobs were related to manufacturing activities.

20

projects in 2023, including 13 that were job-creating



87

jobs created by Austrian projects

91%

of jobs created in manufacturing activities

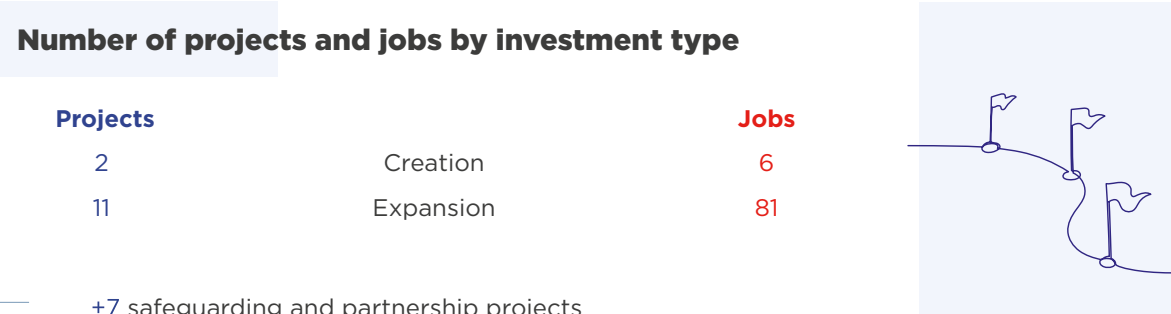
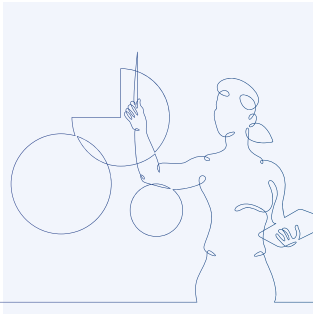
55%

of projects were expansions of existing sites



BUSINESS ACTIVITIES

Manufacturing (17 projects)  
Retail outlets (1 project)  
Decision-making centers (1 project)  
Logistics (1 project)



### They chose France

**Banner:** Banner is one of the few battery manufacturers in Austria. The firm mainly supplies major car manufacturers, such as Audi, BMW, VW, Porsche and Mercedes. The French subsidiary was created in 1992 and employs 27 people. Its value-added lies in the development of real expertise in the distribution of batteries, to the point of being entrusted, in addition to its manufacturer batteries, with the distribution of licensed battery brands and customers. The two new employees recruited in 2023 at Banner’s Rixheim headquarters (Grand Est region) received training at the Banner battery factory in Austria to acquire the necessary expertise to make the business a success.

**Andy Wolf:** In 2016, Austrian glasses manufacturer Andy Wolf acquired Mandrillon, a frame manufacturer based in the Bourgogne-Franche-Comté region. This acquisition enabled Andy Wolf to develop a new range of metal glasses that complements its acetate models. The firm promotes local manufacturing by subcontracting out to ten businesses in the local area. An investment of €1.5 to €2 million will enable the firm to install a wood-chip boiler and double the current surface area of its Bourgogne-Franche-Comté facility. Andy Wolf plans to recruit 15 additional employees between 2024 and 2026.

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.

### Austrian investments in France

The FDI stock\* of businesses from Austria in France is around €3.6 billion, making Austria the 16th country with the largest FDI stock in France.

Twenty new investments from Austria were recorded in France in 2023, including 13 that created 87 jobs, which equates to a fall of 46% in a year. Furthermore, some 85% of projects and more than nine out of 10 jobs concerned production/manufacturing activities.

In terms of a breakdown by sector, the glass, ceramics, minerals, wood and paper sector was the leading recipient of Austrian investment (35% of projects; 59% of jobs), ahead of construction and building materials

### Breakdown of projects by business activity

Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	1	2	5%	2%
Logistics	1	2	5%	2%
Retail outlets	1	4	5%	5%
Production/Manufacturing	17	79	85%	91%
Total	20	87	100%	100%

(30% of projects), where all projects recorded were safeguarding, aiming to decarbonate the activities of businesses. The sector of machinery and mechanical equipment (25% of projects; 34% of jobs) came third.

Austrian investments were most often located in Grand Est (20% of projects; 13% of jobs), Bourgogne-Franche-Comté (20% of projects; 5% of jobs) and Nouvelle Aquitaine (15% of projects; 23% 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 5 business sectors by projects

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
Glass, ceramics, minerals, wood, paper	7	51	35%	59%
Construction, building materials	6	-	30%	-
Machinery and mechanical equipment	5	30	25%	34%
Energy and recycling	1	4	5%	5%
Automotive industry	1	2	5%	2%

Source: Annual Report 2023, Business France

Top 3 host regions in 2023

GRAND EST 4 projects

BOURGOGNE-FRANCHE-COMTÉ 4 projects

NOUVELLE AQUITAINE 3 projects

