


DENMARK

There were 50 Danish investment decisions in France in 2023, including 49 that created 988 jobs, a rise of 5% in a year. Furthermore, Denmark was the second largest investor in the household goods sector.

50

projects in 2023, including 49 that were job-creating

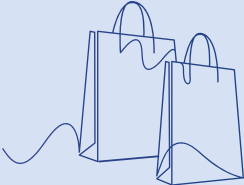


988

jobs created by Danish projects

72%

of projects related to retail outlets

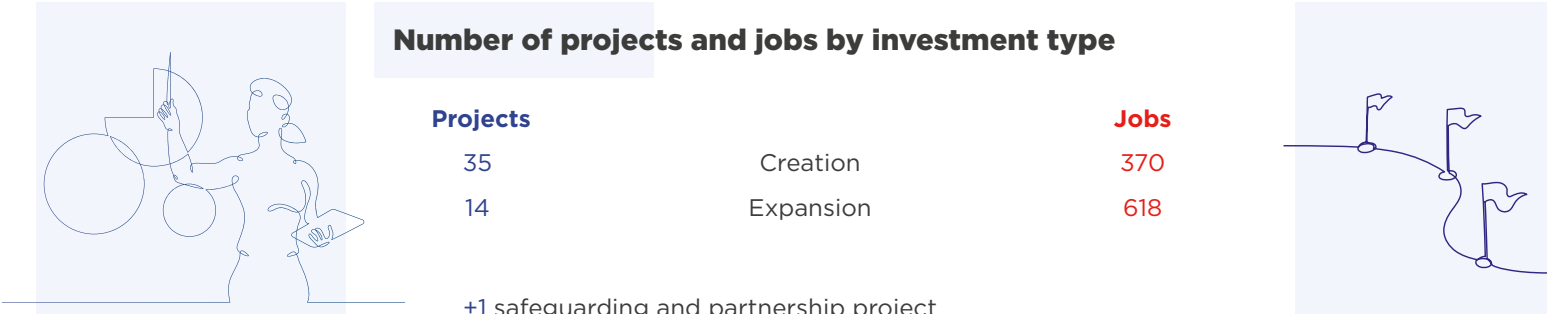


#2

creator of jobs in the pharmaceuticals and biotechnologies sector

TOP 3 BUSINESS ACTIVITIES

Retail outlets (36 projects)
Manufacturing (7 projects)
Decision-making centers (4 projects)



They chose France in 2023

Novo Nordisk: Danish multinational Novo Nordisk has invested a record €2.1 billion in Chartres (Centre-Val de Loire region). This project, considered to be one of the largest foreign investments in France in 2023, once again strengthens the trust that has linked Novo Nordisk with its Chartres site and the Centre-Val de Loire since 1961.

This significant investment aims, on the one hand, to develop current production and, on the other, to welcome the production of future therapeutic solutions for serious chronic diseases, such as obesity. The development will significantly increase aseptic and finished product production capabilities.

The firm also aims to maximize its current capacities, with this expansion project set to double the site’s surface area to 230,000 sq. m. High-tech equipment will enable several different medical devices to be manufactured, while also minimizing the environmental footprint of production activities, particularly in terms of water consumption. This investment will come with more than 500 new jobs, which will add to the 1,600 current employees at the Chartres site.

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.

Danish investments in France

The FDI stock* of businesses from Denmark in France is around €5.8 billion, making Denmark the 13th country with the largest FDI stock in France.

There were 50 new Danish investment decisions recorded in France in 2023, including 49 that created 988 jobs.

The main business activities served by Danish investment in France were retail outlets, which accounted for nearly three-quarters of projects and one job in two, followed by production/manufacturing (14% of projects; 45% of jobs).

The wholesale and retail sector was the leading recipient of Danish investment, concentrating nearly two-thirds of projects and one job out of two, followed by pharmaceuticals and biotechnologies (8% of projects and nearly one job out of three), where Danish jobs accounted for 27% of the total in this sector.

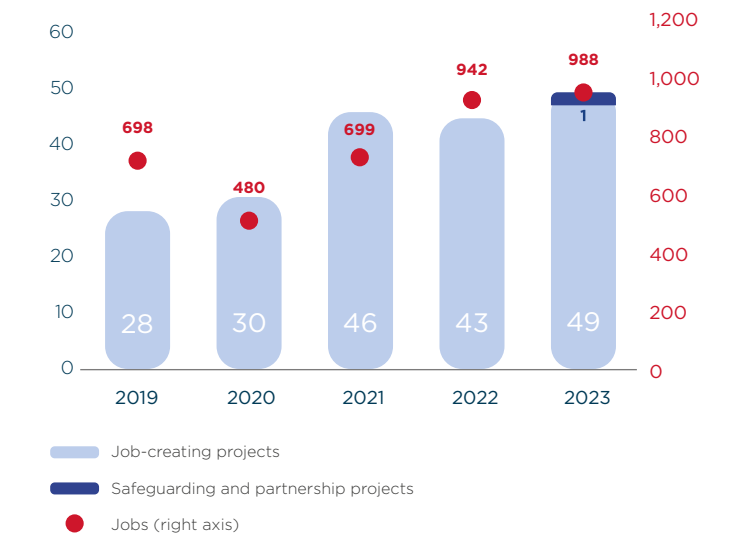
Hauts de France (20% of projects; 7% of jobs), Ile de France (Paris region) (16% of projects; 16% of jobs) and Bourgogne-Franche-Comté (12% of projects; 11% of jobs) were the three leading host regions for Danish investment projects.

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

Breakdown of projects by business activity

Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	4	65	8%	7%
Retail outlets	36	462	72%	47%
Production/Manufacturing	7	444	14%	45%
R&D, engineering, design	1	2	2%	0.2%
Business services	2	15	4%	2%
Total	50	988	100%	100%

Change in projects and jobs since 2019



Top 5 business sectors by projects

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
Wholesale and retail	32	485	64%	49%
Pharmaceuticals and biotechnologies	4	314	8%	32%
Household goods	4	20	8%	2%
Construction, building materials	2	130	4%	13%
Transport, storage	2	15	4%	2%

Top 3 host regions in 2023

HAUTS DE FRANCE 10 projects

ILE DE FRANCE (PARIS REGION) 8 projects

BOURGOGNE-FRANCHE-COMTÉ 6 projects

