

# UNITED KINGDOM

In 2023, the United Kingdom was responsible for 173 investment projects in France, including 167 that created or maintained 4,435 jobs, a figure up 9% in a year.



173

projects in 2023, including 167 that were job-creating

4,435

jobs created or maintained by British projects

Rise of 9%

in jobs generated over a year ago

#1

investor in the wholesale and retail sector

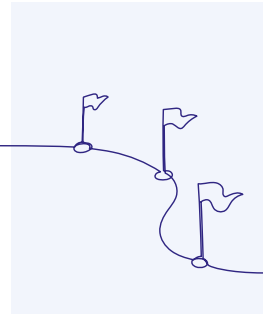
TOP 3 BUSINESS ACTIVITIES

Retail outlets (75 projects)  
Decision-making centers (30 projects)  
Manufacturing (29 projects)



Number of projects and jobs by investment type

Projects		Jobs
119	Creation	2,968
41	Expansion	1,351
7	Takeover	116
+6 safeguarding and partnership projects		



### They chose France in 2023

**CRODA:** Founded in 1925 in Snaith, Yorkshire, Croda is a global supplier of specialist ingredients, particularly to the cosmetics and hygiene, perfumery, pharmaceutical and agricultural sectors. Present in France since 1976, the firm operates four production sites in the regions of Hauts de France, Occitanie, Ile de France (Paris region) and Provence-Alpes-Côte d’Azur, following the acquisition of Parfex in 2021. Croda has recently invested massively in Parfex, with 30 recruitments between 2021-2023 and 30 recruitments planned by 2027 in R&D and production. Moreover, an ongoing expansion project aims to triple production capacity and double R&D capacity in Grasse, Provence-Alpes-Côte d’Azur, representing around €18 million in investment, which will be used, among other things, to align the site with the group’s CSR standards.

**Save Your Wardrobe:** A British startup founded in London in 2017, Save Your Wardrobe supports players in the fashion industry by launching and managing their maintenance and repair services with complete transparency. As part of a sustainable development approach, the startup offers a B2B platform enabling fashion houses to offer circular services to their customers online or in store and to streamline their international operations. After receiving the 2023 LVMH Innovation Award in June 2023 and after being incubated at the Station F startup campus, the startup opened an office in Paris (Ile de France region) in September 2023. It has recruited two employees and plans to welcome five people by the second half of 2024. Ultimately, it could create an R&D center there.

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.

### British investments in France

The FDI stock\* of businesses from the United Kingdom in France is around €103 billion, making the United Kingdom the second country with the largest FDI stock in France.

There were 173 new British investment decisions in France recorded in 2023, including 167 that created or maintained 4,435 jobs, a figure up 9% in a year.

In terms of activity, in 2023, British businesses invested primarily in retail outlets, which accounted for 43% of projects and nearly 40% of jobs. Manufacturing and decision-making center activities each made up 17% of projects, as well as 19% and 14% of jobs, respectively.

### Breakdown of projects by business activity

Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	30	616	17%	14%
Logistics	10	707	6%	16%
Retail outlets	75	1,714	43%	39%
Production/Manufacturing	29	837	17%	19%
R&D, engineering, design	13	244	8%	6%
Business services	10	153	6%	3%
Consumer services	6	164	3%	4%
Total	173	4,435	100%	100%

### Top 5 business sectors by projects

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
Wholesale and retail	74	2,182	43%	49%
IT services	10	114	6%	3%
Consulting and business services	9	140	5%	3%
Financial services and insurance	8	428	5%	10%
Hospitality, tourism and restaurants	8	218	5%	5%

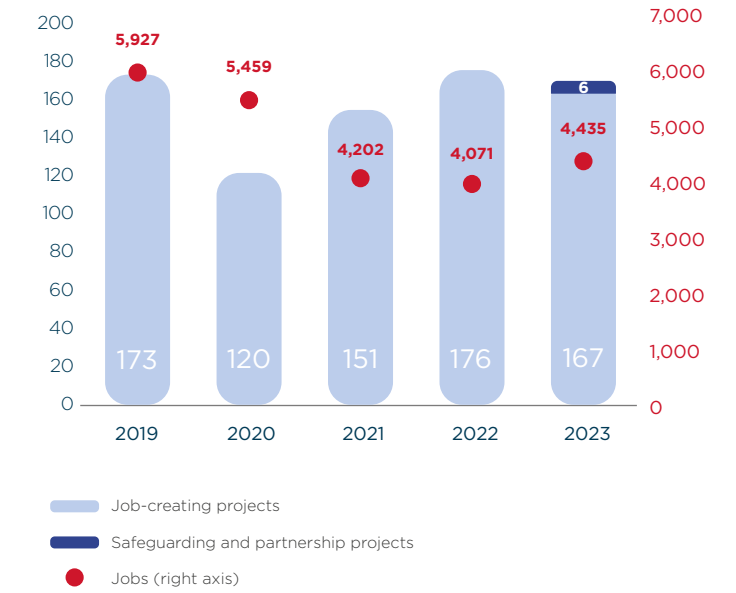
Source: Annual Report 2023, Business France

Wholesale and retail was the leading destination sector for investments from the United Kingdom (43% of projects and nearly 50% of jobs), making the United Kingdom the leading contributor to investments in this sector nationwide. Among the other sectors receiving British investment were IT services (6% of projects) and consulting/business services (5%). Financial services were responsible for 10% of jobs created by British projects and accounted for 25% of jobs created in this sector nationwide.

Ile de France (Paris region) (24%), Hauts de France (13%) and Grand Est (10%) were the regions attracting the most British investment projects in 2023. In particular, Ile de France (Paris region) was the destination for more than 60% of projects relating to decision-making centers.

\* 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) 41 projects

HAUTS DE FRANCE 22 projects

GRAND EST 17 projects

