

ASEAN+Oceania

There were 12 new investment decisions recorded in France from ASEAN member countries and Oceania¹ in 2024, creating or maintaining 166 jobs. Half of all projects came from Singapore.

12
projects in 2024

166
jobs created or maintained

1 in 3
projects involved
decision-making centers

50% of projects were from Singapore

Number of projects and jobs by investment type

Projects	Investment type	Jobs
8	Creation	115
3	Expansion	16
1	Takeover	35

Breakdown by source country

Source country	Projects	Jobs
Singapore	6	98
Vietnam	2	30
Thailand	2	25
Australia	2	13

ASEAN+Oceania investments in France

The FDI stock² of businesses from ASEAN member countries or Oceania in France is around €9.0 billion.

Twelve new investment projects from this area were confirmed in France in 2024, creating or maintaining 166 jobs. Half of these projects and 59% of jobs were from Singapore, while Vietnam, Thailand and Australia were each responsible for two projects. Also of note was that the region saw a 61% fall in the number of projects compared with 2023.

One-third of the projects and jobs created or maintained came from decision-making centers, while one-third of the businesses from ASEAN member countries or Oceania that invested in 2024 made their first investment in Europe. The production/manufacturing (17%) and R&D

(17%) business activities were the second and third best represented in investments from the area.

Sector-wise, the projects were evenly distributed across eight sectors, from the secondary sector, with chemicals/plastics, the automotive industry and aerospace, to the tertiary sector, with energy, hospitality/tourism and restaurants, transport/storage, consulting and business services and IT services. The greatest number of jobs created was in the energy sector, with 21% of the total from the ASEAN+Oceania area.

Ile de France (Paris region) was the region attracting the most projects in the ASEAN+Oceania area (25%), ahead of Occitanie (17%) and Provence-Alpes-Côte d'Azur (17%).

² Source: Banque de France, 2024; FDI stock in France (ultimate investor) as of December 31, 2023, excluding confidential data.

Breakdown of projects by business activity

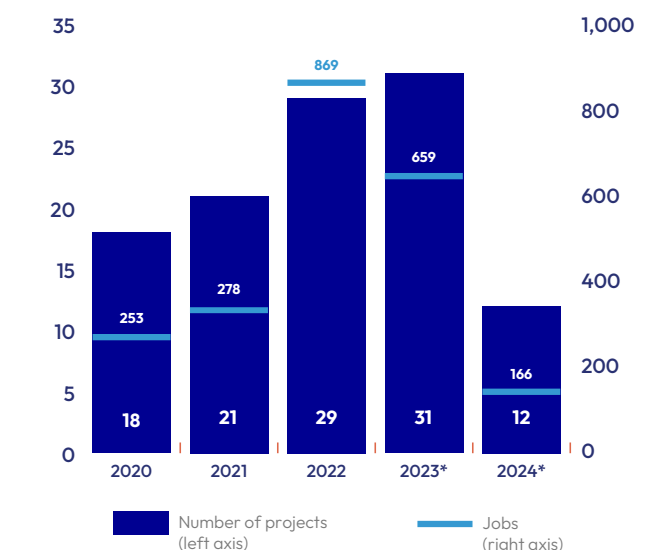
Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	4	55	33%	33%
Logistics	1	5	8%	3%
Retail outlets	1	15	8%	9%
Production/Manufacturing	2	45	17%	27%
R&D, engineering, design	2	6	17%	4%
Business services	1	25	8%	15%
Consumer services	1	15	8%	9%
Total	12	166	100%	100%

Top 5 business sectors by projects

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
Chemicals, plastics	2	30	17%	18%
Automotive industry	2	30	17%	18%
Hospitality, tourism and restaurants	2	23	17%	14%
Transport, storage	2	17	17%	10%
Energy and recycling	1	35	8%	21%

Source: Business France, Annual Report 2024

Change in projects and jobs since 2020



* Recording of safeguarding and technology partnership projects

Top 3 host regions in 2024

Ile de France (Paris region) **3** projects
Occitanie **2** projects
Provence-Alpes-Côte d'Azur **2** projects