

# Japan

There were 51 new Japanese investment projects recorded in France in 2024, including 44 that created or maintained 1,645 jobs nationwide. Japan recorded a +46% increase in jobs and was the leading Asian country creating the most jobs in France.

51

projects in 2024, including  
44 that were job-creating

1,645

jobs created or maintained

#1

Asian country for jobs created

1 project in 2 in manufacturing

## Number of projects and jobs by investment type

Projects	Investment type	Jobs
12	Creation	274
30	Expansion	1,138
2	Takeover	233

+ 7 safeguarding and technology partnership projects

## They chose France in 2024

**Kadokawa:** In January 2024, the Japanese publishing giant, Kadokawa, announced the creation of a joint venture, “Vega SAS”, with the Média-Participations group, the third largest publisher in France in terms of revenues and a major player in comic book publishing in Europe. Kadokawa will hold 51% of the shares of this new business. Through this joint venture, which will be Kadokawa’s first European base, the publisher will not only publish works by Kadokawa, but also a wide range of comics from Japan and Korea. In addition, it will develop Japanese light novels, a genre still in its initial growth phase in Europe. Kadokawa also plans to venture into new areas, including creating comics based on European intellectual properties.

**Nidec Corporation:** Nidec has announced that the factory of its subsidiary Nidec ACI S.A., which currently manufactures battery energy storage systems (BESS) for renewable energy sources in Roche-la-Molière (Auvergne-Rhône-Alpes), will move to a new factory located nearby in La Fouillouse by 2025, thereby increasing its production capacity. This decision responds to the growing demand for electrification technologies in the global decarbonization market and aims to strengthen the group’s competitiveness in this area. The project is expected to generate an investment of €17 million and create 115 jobs.

## Japanese investments in France

The FDI stock<sup>1</sup> of businesses from Japan in France is around €18.5 billion, making Japan the 12th country with the largest FDI stock in France.

In 2024, a total of 51 new investments from Japan were recorded in France, 3% of all investments, including 44 that created or maintained 1,645 jobs, 4% of the total. Japan saw its number of announced jobs increase by +46% compared with 2023, reaching its highest level since 2017.

More than one in two projects (51%) and two in three jobs (69%) were related to production/manufacturing activities. Japan was also the leading Asian country and the fourth worldwide generating the most

jobs in this area in 2024, with 9% of all jobs. Japanese projects also concerned decision-making centers (22%) and R&D, engineering and design activities (16%).

Sector-wise, Japanese projects were mainly intended for the automotive industry and agri-food sector (12% each). Moreover, nearly one in two jobs (48%) was in the automotive sector, where Japan was the second leading country generating the most jobs in 2024, after Italy, with 29%.

Ile de France (Paris region) was the region hosting the most Japanese projects (29%), ahead of Auvergne-Rhône-Alpes and Bretagne (Brittany) (12% each). It should be noted that all 12 continental regions of France received at least one Japanese project in 2024.

<sup>1</sup> Source: Banque de France, 2024; FDI stock in France (ultimate investor) as of December 31, 2023.

## Breakdown of projects by business activity

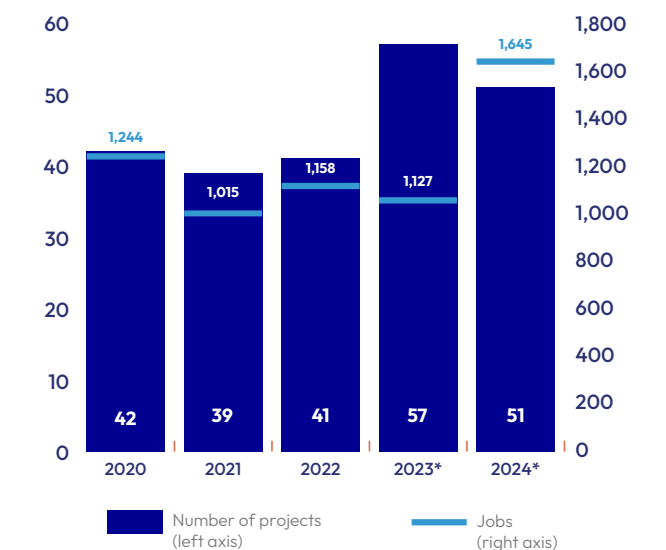
Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	11	132	22%	8%
Logistics	2	53	4%	3%
Retail outlets	1	30	2%	2%
Production/Manufacturing	26	1,142	51%	69%
R&D, engineering, design	8	252	16%	15%
Business services	2	26	4%	2%
Consumer services	1	10	2%	1%
<b>Total</b>	<b>51</b>	<b>1,645</b>	<b>100%</b>	<b>100%</b>

## Top 5 business sectors by projects

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
Automotive industry	6	789	12%	48%
Agri-food	6	94	12%	6%
Medical equipment and devices	5	114	10%	7%
Machinery and mechanical equipment	5	83	10%	5%
Electrical/IT equipment	4	161	8%	10%

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) 15 projects

Auvergne-Rhône-Alpes 6 projects

Bretagne (Brittany) 6 projects