

Latin America

In 2024, 25 new investment projects in France from Latin American businesses¹ were recorded, generating 666 jobs, with 64% of projects and 71% of jobs coming from Mexico, ahead of Brazil.

25
projects in 2024

666
jobs created

1 in 5
projects was a decision-making center

#1 geographical area in terms of projects in the hospitality, tourism and restaurants sector

Number of projects and jobs by investment type

Projects	Investment type	Jobs
21	Creation	540
4	Expansion	126

They chose France in 2024

Lucasian Labs: Lucasian Labs is an engineering firm looking to bring its knowledge and experience to France. It specializes in technological services and products to manage the gas and energy industry, as well as tools for the business climate. In 2024, the Colombian firm set up

its European decision center in Toulouse, where it plans to recruit a team of 30 employees within three years, which should expand to 50 people within five years.

Breakdown by source country

Source country	Projects	Jobs
Mexico	16	471
Brazil	4	115
Colombia	1	30
Chile	1	20
Uruguay	1	15
Guatemala	1	11
Peru	1	4

Latin American investments in France

The FDI stock² of businesses from Latin America in France is around €4.6 billion.

In 2024, 25 new investment projects from this area were recorded in France, enabling 666 jobs to be created. Most of these projects were from Mexico (64%), followed by Brazil (16%).

More than one in two projects were in retail outlets (56%), which also accounted for 48% of the jobs created in France by Latin American countries, followed by decision-making centers (24%) and production/manufacturing projects (8%).

The hospitality, tourism and restaurants sector accounted for more than half of the projects (56%) and jobs (53%) announced by Latin American businesses. In addition, these projects amounted to nearly half of all projects (45%) and jobs (48%) in the sector announced in 2024. The pharmaceuticals and biotechnologies sector received 8% of projects. Also of note was that a single project in the agri-food sector alone accounted for 16% of the jobs created by Latin American businesses.

The majority of projects were located in Ile de France (Paris region) (40%), followed by Auvergne-Rhône-Alpes (12%) and Nouvelle Aquitaine (8%).

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

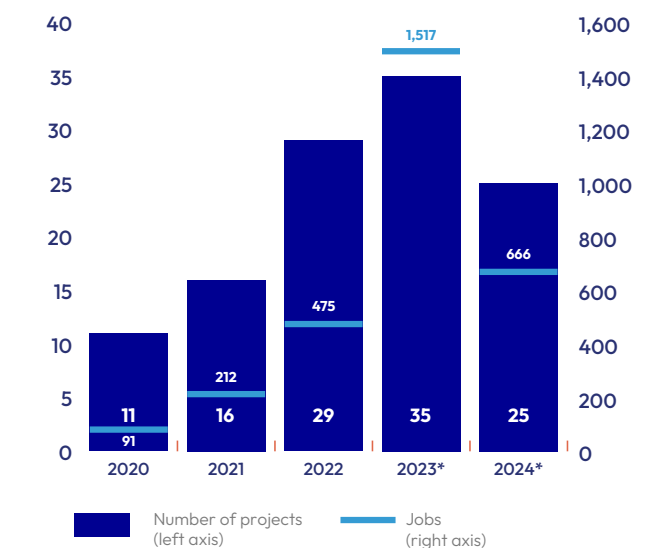
Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	6	130	24%	20%
Logistics	2	80	8%	12%
Retail outlets	14	319	56%	48%
Production/Manufacturing	2	117	8%	18%
R&D, engineering, design	1	20	4%	3%
Total	25	666	100%	100%

Top 5 business sectors by projects

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
Hospitality, tourism and restaurants	14	355	56%	53%
Pharmaceuticals and biotechnologies	2	31	8%	5%
Agri-food	1	106	4%	16%
Aerospace, naval and railway equipment	1	70	4%	11%
Education and training	1	30	4%	5%

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) **10** projects

Auvergne-Rhône-Alpes **3** projects

Nouvelle Aquitaine **2** projects