

Northern Africa

In 2024, businesses from Northern African¹ countries carried out 25 new investment projects in France, creating a total of 346 jobs. Northern African businesses chose France above all to roll out decision-making center activities, preferring the Provence-Alpes-Côte d'Azur region, which received nearly half of all projects.

25
projects in 2024

346
jobs created

2 in 3
projects were in decision-making
centers

1 in 3 jobs were in IT services

Number of projects and jobs by investment type

| Projects | Investment type | Jobs |
|----------|-----------------|------|
| 19 | Creation | 264 |
| 6 | Expansion | 82 |

Top 3 business activities

Decision-making centers
(16 projects)
Manufacturing (4 projects)
R&D, engineering (4 projects)

They chose France in 2024

Actifs Précieux: This business is a Tunisian SME that develops and markets bioactive ingredients extracted from plants for the well-being, perfume and functional nutrition markets. Natural products have high traceability, confirming that they have been produced in an environmentally friendly way. The city of Lyon (Auvergne-Rhône-Alpes), with its strong biotech and cosmetics ecosystem, was chosen by the project leaders for this first establishment abroad, which should generate 30 jobs over three years.

Magnus Data: Formerly known as D-SAP, this Tunisian startup specializing in industry 5.0 has developed an intelligent analysis and management platform (based on advanced analysis and machine learning algorithms) for manufacturers. The project leaders decided to settle in Reims (Grand Est) to rely on the Internet of Things and Industry 5.0 ecosystem, as well as the economic dynamics of the wine sector. The firm is located within the Innovact incubator in Reims and aims to create 12 jobs over three years.

Breakdown by source country

| Source country | Projects | Jobs |
|----------------|----------|------|
| Tunisia | 18 | 240 |
| Morocco | 4 | 84 |
| Algeria | 3 | 22 |

Northern African investments in France

The FDI stock² of businesses from Northern Africa in France is around €2.4 billion.

In 2024, there were 25 new Northern African job-creating investments recorded in France that created 346 jobs nationwide. Tunisia was responsible for 72% of all projects and 69% of all jobs from the region.

As in 2023, the majority of projects (64%) and jobs created (54%) concerned activities related to decision-making centers. This reflects France's position as a gateway to the European market for North African businesses, with some 86% of North African businesses that invested in France in 2024 doing so for the first time. This was followed

by production/manufacturing activities (16%) and R&D activities (16%). The IT services sector stood out in particular, accounting for nearly one in two projects (48%) and one in three jobs (33%), followed by the agri-food (8%) and consulting and business services (8%) sectors.

Virtually the majority (48%) of North African projects were located in Provence-Alpes-Côte d'Azur, which accounted for nearly 10% of the region's projects. The Hauts de France, Auvergne-Rhône-Alpes, Ile de France (Paris region), Grand Est and Bretagne (Brittany) regions all hosted two North African projects (8%) in 2024.

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

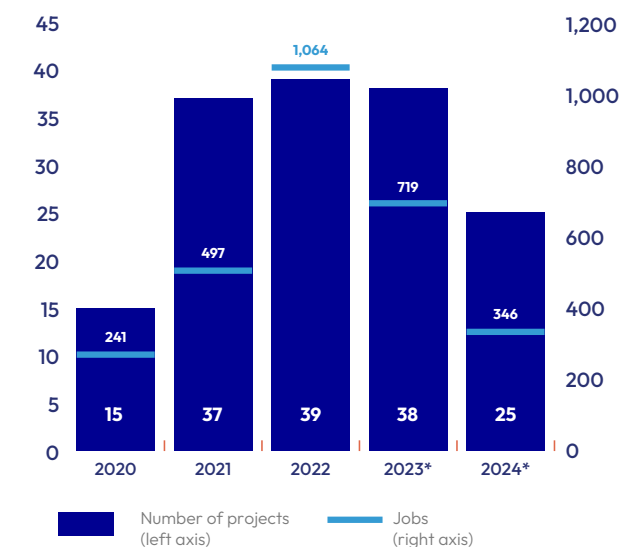
| Business activity | Number | | Share | |
|--------------------------|-----------|------------|-------------|-------------|
| | Projects | Jobs | Projects | Jobs |
| Decision-making centers | 16 | 186 | 64% | 54% |
| Production/Manufacturing | 4 | 83 | 16% | 24% |
| R&D, engineering, design | 4 | 27 | 16% | 8% |
| Business services | 1 | 50 | 4% | 14% |
| Total | 25 | 346 | 100% | 100% |

Top 5 business sectors by projects

| Business sector | Number | | Share | |
|----------------------------------|----------|------|----------|------|
| | Projects | Jobs | Projects | Jobs |
| IT services | 12 | 115 | 48% | 33% |
| Agri-food | 2 | 68 | 8% | 20% |
| Consulting and business services | 2 | 60 | 8% | 17% |
| Electrical/IT equipment | 1 | 30 | 4% | 9% |
| Perfumes, cosmetics | 2 | 30 | 8% | 9% |

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

Provence-Alpes-Côte d'Azur **12** projects

Hauts de France **2** projects

Auvergne-Rhône-Alpes **2** projects