

Sub-Saharan Africa

There were **13** new investment projects recorded in France from Sub-Saharan African countries¹ in 2024, creating 217 jobs nationwide. Eight different African countries decided to invest in France in 2024, one more than in 2023.

13
projects in 2024

217
jobs created

More than two-thirds of projects
were in decision-making centers

Nearly one-third of projects came from South Africa

Number of projects and jobs by investment type

Projects	Investment type	Jobs
12	Creation	98
1	Expansion	119

Top 3 business activities

Decision-making centers (9 projects)
R&D, engineering (2 projects)
Manufacturing (1 project)

They chose France in 2024

KIM Entreprises: This Ivorian business specializes in stock fumigation services, disinfection and pest control for processing facilities and storage warehouses through plant protection products in the agri-food industry. During a targeted mission of the Provence-Alpes-Côte d'Azur region in the Ivory Coast in 2023, the business manager discovered the strengths of this region in the natural products and biocontrol sector. With solid local experience and having already developed partnerships with French businesses, Kim Entreprises has therefore chosen to set up Biokim Control in Avignon. It plans to offer its services there, and to identify natural products and biocides to promote them in the Ivory Coast and in the wider region. The subsidiary will create eight jobs over the next three years.

Simera Sense: This South African business develops Earth observation technology, needed by the NewSpace industry, by supplying optical payloads for numerous global NewSpace missions. Following several visits to Toulouse, they have chosen to set up their subsidiary in the Occitanie region. This presence in France will enable them to become the leading global provider for NewSpace Earth observation payloads. Simera Sense France will continue to sell existing products through its

French entity to the rapidly growing French ecosystem. In addition, they plan for their new factory to produce the first commercial stand-alone VHR optical payloads, as well as a range of satellite situational awareness solutions. The office, factory and cleanroom will create 20 jobs over a three-year period.

Breakdown by source country

Source country	Projects	Jobs
South Africa	4	34
Cameroon	2	25
Ivory Coast	2	13
Guinea	1	119
Madagascar	1	10
Nigeria	1	10
Rwanda	1	3
Tanzania	1	3

Sub-Saharan African investments in France

The FDI stock² of businesses from Sub-Saharan Africa in France is around €3.1 billion.

Thirteen new investment decisions were recorded in France from this area in 2024, creating 217 jobs nationwide. South Africa was the Sub-Saharan African country that invested the most in France, with 31% of projects, followed by Cameroon (15%) and Ivory Coast (15%). The majority of projects from Sub-Saharan Africa (69%) were decision-making centers. The majority of these were first-time investments in Europe, highlighting France's potential as a gateway

for African businesses wishing to set up in Europe. The only production/manufacturing project decided by a Sub-Saharan business in 2024 was responsible for the majority of jobs created in France in 2024 (55%).

Sub-Saharan African investments served various sectors, from industry to services. The Guinean project United Mining Supply, in the metalworking sector, accounted for more than one in two jobs (55%).

Nearly one in three projects was located in Ile de France (Paris region) (31%), followed by the Occitanie, Normandie and Provence-Alpes-Côte d'Azur regions, with 15% each.

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

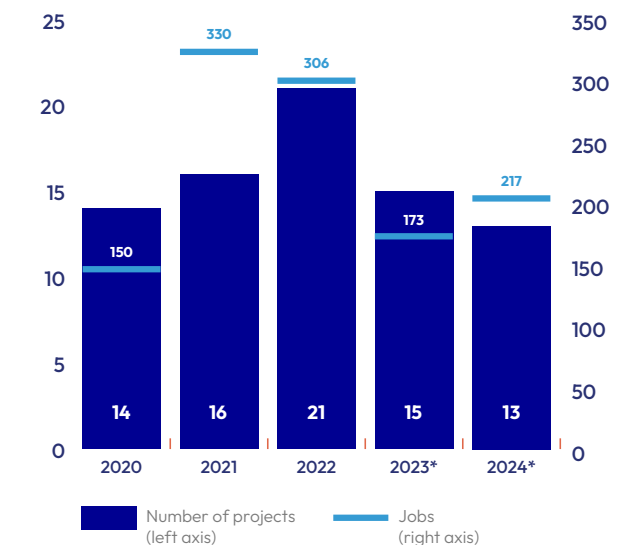
Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	9	55	69%	25%
Production/Manufacturing	1	119	8%	55%
R&D, engineering, design	2	30	15%	14%
Consumer services	1	13	8%	6%
Total	13	217	100%	100%

Top 5 business sectors by projects

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
Electrical/IT equipment	2	25	15%	12%
IT services	2	25	15%	12%
Consulting and business services	2	13	15%	6%
Financial services and insurance	2	11	15%	5%
Transport, storage	2	6	15%	3%

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) **4** projects
Occitanie **2** projects
Normandie **2** projects