

Turkey

There were 52 Turkish investments recorded in France in 2024, creating or maintaining 570 jobs nationwide. Turkey saw its number of projects and jobs more than triple compared with 2023.

52
projects in 2024

570
jobs created or maintained

3x
as many projects and jobs
as in 2023

80% of projects were in retail outlets

Number of projects and jobs by investment type

Projects	Investment type	Jobs
4	Creation	35
4	Expansion	55
44	Takeover	480

Top 3 business activities

Retail outlets (41 projects)
Decision-making centers (6 projects)
Logistique (3 projects)

They chose France in 2024

Wipelot: Wipelot, a Turkish business specializing in Industry 4.0, the Internet of Things, radio-frequency identification and mobile technologies, has opened a subsidiary in Ile de France (Paris region). Already involved in Grand Paris projects and with clients such as P&G France, the firm aims to sustain its activities in France. The new office, which will become the European headquarters, will cover the markets of Germany, Belgium, Italy and Spain. Initially, it will be a commercial, service and maintenance office. Four jobs will be created in the first year, including a General Manager France and three developers.

CHEYNI: CHEYNI, based in Paris, is a next-generation online video streaming platform and creative agency. Founded by a Turkish entrepreneur and supported by a French team, CHEYNI uses artificial intelligence, non-fungible tokens and Web3 technologies to enhance cultural interaction between filmmakers, brands and audiences. The

business plans to build a 15-member team by 2025, with four key hires in the first quarter. The decision to establish in Paris reflects its vision of European market growth and strong cultural foundation. With its cryptocurrency, CHEYNI, the startup aims to attract global investors and position itself as a French-led global venture.

Mars Logistique: Mars Logistique, a Turkish firm established in France since 2021, opened its first warehouse in Marly la Ville (Ile de France/Paris region), within the Park GLP. The business, which recruited 30 people during its establishment, plans to open a new department to oversee new operations following a contract with a major Turkish industrial group. To achieve this, Mars Logistique needs to recruit between six and eight employees, including two forklift operators, two import transit agents, two export transit agents and two interns. The firm plans to continue this recruitment trend to support its growth.

Turkish investments in France

There were 52 Turkish investment projects recorded in France in 2024, some 3% of the total, creating or maintaining 570 jobs, or 2% of the total.

Turkey saw its number of projects and jobs more than triple compared with 2023 (+225% of projects; +218% of jobs) due to the takeover of a chain of stores in bankruptcy protection by a Turkish business. These takeovers accounted for 81% of all Turkish projects, saving 390 jobs.

In view of the number of stores taken over, the majority of projects were retail outlets (79%), where Turkey was the fourth leading country with the most projects in this area. The other investments

concerned decision-making centers (12%), logistics (6%) and production/manufacturing (4%).

Sector-wise, 83% of Turkish projects were in wholesale and retail, with Turkey accounting for 13% of all projects announced in this sector in 2024. The other nine projects were each spread across various sectors.

Region-wise, one-quarter of the projects were located in Ile de France (Paris region), with Grand Est (13%) and Hauts de France (12%) completing the podium.

Breakdown of projects by business activity

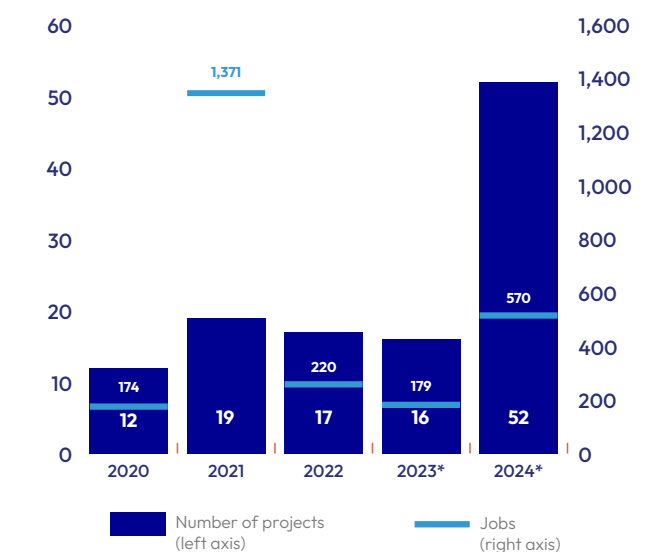
Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	6	93	12%	16%
Logistics	3	32	6%	6%
Retail outlets	41	385	79%	68%
Production/Manufacturing	2	60	4%	11%
Total	52	570	100%	100%

Top 5 business sectors by projects

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
Wholesale and retail	43	400	83%	70%
Sport and leisure	1	53	2%	9%
Automotive industry	1	50	2%	9%
Energy and recycling	1	24	2%	4%
Media, publishing	1	15	2%	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) **13** projects

Grand Est **7** projects

Hauts de France **6** projects