

United States

In 2024, the United States was the leading foreign investor in France, with 252 American investment projects, including 228 that enabled 7,283 jobs to be created or maintained, or 19% of all jobs generated.

252

projects in 2024, including 228 that were job-creating

7,283

jobs created or maintained

#1

foreign investor and job creator in France

1 in 3 projects were in manufacturing

Number of projects and jobs by investment type

Projects	Investment type	Jobs
75	Creation	1,703
150	Expansion	5,405
3	Takeover	175

+ 24 safeguarding and technology partnership projects

They chose France in 2024

Datadog: This monitoring and security platform for cloud applications is doubling down on its investment in France. The business, which is headquartered in the US, hired 214 employees in France last year, closing 2024 with 930 personnel across its main locations in Paris (Ile de France region), Sophia-Antipolis (Provence-Alpes-Côte d'Azur) and Nantes (Pays de la Loire), with an emphasis on advanced R&D and artificial intelligence. Datadog is looking to continue to build its employee base in France in 2025, adding more than 300 new employees in-country this year – primarily located in Datadog's Paris office – with 80% of these roles focusing on deep R&D initiatives.

PropTexx: Specializing in the generation of images using artificial intelligence, PropTexx has developed an application enabling property buyers to optimize their searches, thanks to a tool for customizing property photos in real time. Its users can change the color of the walls, add furniture or even change the decoration to better plan for their future property. The American startup, whose headquarters

are in New York, has chosen to set up its new R&D center within the Sophia-Antipolis technology park (Provence-Alpes-Côte d'Azur region). PropTexx chose Sophia-Antipolis for its first establishment in Europe, thanks to the quality of the ecosystem and the attractiveness of the region to talent. It plans to hire 20 people over the next three years.

Dow: A global leader in materials science and chemical manufacturing, Dow deploys its range of solutions for various sectors, such as infrastructure, consumer goods, coatings, paint and packaging. In France, more than 400 employees work across its four locations, including three production sites. As a global leader in dispersion coating technologies, Dow recently invested in a new production line in Lauterbourg, equipped with its advanced Bluewave™ technology to produce dispersant polyolefin coatings that preserve the integrity of packaging and adhesives, without impacting the recycling rate of the substrate on which they are applied. This investment of several tens of millions of euros, intended in particular to meet the evolving market demands for recyclability, will also create 23 local jobs.

American investments in France

The FDI stock¹ of businesses from the United States in France is around €142.1 billion, making the United States the country with the largest FDI stock in France.

In 2024, 252 new American investment projects were recorded in France, 15% of all investments, including 228 that created or maintained 7,283 jobs, 19% of the total.

The number of jobs generated fell drastically compared with 2023 (-57%), after two exceptional years in 2022 and 2023. This can be explained by the decline in the number of major American projects and the reversal in the French temporary employment market. In all, 2024 amounted to the third best year for the United States, with American businesses also being the leading investors and job creators in France.

American businesses invested particularly in production/manufacturing activities, which concentrated 33% of projects and 26% of jobs, followed

by R&D (17%) and decision-making centers (17%). Business services gained the most from jobs of American origin (43%), with nearly half of all jobs nationwide in this activity (48%) coming from the United States.

The leading sector for American investments was IT services, with 17% of projects and 16% of jobs. The United States also accounted for nearly one-third of projects nationwide in this sector (32%) and nearly one in four jobs (39%). Next came the consulting and business services sector (11%), 50% of which come from American projects, and the electrical and IT equipment sector (8%).

American projects were directed in particular towards Ile de France (Paris region) (34%), Auvergne-Rhône-Alpes (12%) and Hauts de France (8%). It should be noted that the United States was the leading investor in Ile de France (Paris region) (23% of regional projects), Pays de la Loire (16%), Provence-Alpes-Côte d'Azur (14%) and Centre-Val de Loire (14%).

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

Breakdown of projects by business activity

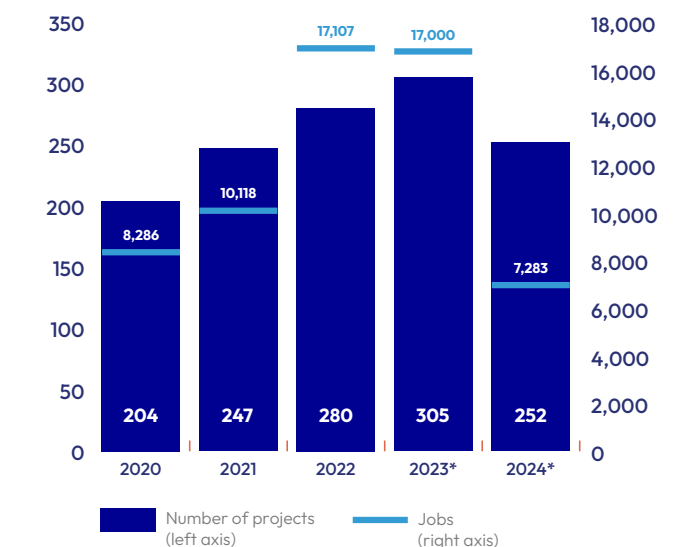
Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	42	360	17%	5%
Logistics	10	198	4%	3%
Retail outlets	17	302	7%	4%
Production/Manufacturing	83	1,871	33%	26%
R&D, engineering, design	44	915	17%	13%
Business services	41	3,145	16%	43%
Consumer services	15	492	6%	7%
Total	252	7,283	100%	100%

Top 5 business sectors by projects

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
IT services	44	1,201	17%	16%
Consulting and business services	28	2,473	11%	34%
Electrical/IT equipment	19	545	8%	7%
Automotive industry	19	418	8%	6%
Machinery and mechanical equipment	19	354	8%	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) **85** projects

Auvergne-Rhône-Alpes **29** projects

Hauts de France **19** projects