

PRESS RELEASE

Paris, March 5, 2025

France remained resilient in 2024 to foreign investors in an uncertain global environment

Business France is now able to present the main figures of the “2024 Annual Report: Foreign Investment in France”, which will be made public on April 1, 2025.

The major trends in the 2024 Annual Report illustrate the resilience and economic attractiveness of France, against a global environment marked by uncertainty and decline. With **1,688 investment decisions** from foreign businesses, France continues to attract the interest and confidence of investors, thanks to its key strengths and its potential for innovation. After two record years in 2022 and 2023, these results place 2024 at a higher level than the pre-Covid years. The 7% decrease on last year’s numbers compares favorably with figures from UNCTAD, which saw a 10% decrease in new foreign direct investment projects in developed countries in 2024.

One of the key findings from the summary of the 2024 Annual Report is that **investment decisions** are set to **create or maintain 37,747 jobs**. The reduction in the number of jobs created is largely due to an adjustment in the temporary employment market, one of the leading variables for adjustment during periods of economic slowdown.

The 1,688 investment decisions recorded in 2024 came from 62 different countries, but the vast majority were from European investors (64% of projects recorded). The **United States** remained in first place among investing countries, accounting for 15% of investment decisions (252 projects), ahead of **Germany** (14% of decisions, 232 projects) and the **United Kingdom** (9% of decisions, 152 projects).

Another notable fact was that **first-time investors were still present in 2024, accounting for 28% of foreign businesses**. Asian and African firms in particular contributed to this figure: 38% of Asian businesses and 85% of African businesses that invested in 2024 did so for the first time.

Two-thirds of investment decisions (66%) were supported by Business France, confirming its major role in informing investors’ choices.

The creation of new establishments in France accounted for 48% of investment decisions, reflecting the confidence of foreign investors in an uncertain global economic environment. **Expansions of existing sites accounted for 41% of projects**, thereby confirming the lasting connections between France and foreign businesses already present on French soil.

Lastly, accounting for 6% of decisions, the **takeover** of French sites resulted in **3,604 jobs** being maintained, **of which 70% were in manufacturing**, thereby illustrating the decisive contribution of foreign investors in maintaining our economic fabric.

In addition to projects that create or maintain jobs nationwide, foreign businesses are also investing again to ensure their long-term viability. By investing in the decarbonization of their manufacturing processes, digitalization and site maintenance, foreign businesses are affirming once again their confidence and satisfaction in France as an investment location.

In terms of activities, manufacturing was ranked in first place among investment decisions (28%), ahead of retail outlets (22%) and decision-making centers (18%).

In 2024, France remained a land of innovation recognized by foreign investors.

In 2024, **the number of research and development and engineering jobs being created or maintained increased by 9%.** These R&D projects are essential for driving innovation and strengthening the competitiveness of businesses in France.

They also enable synergies to be created between foreign firms and French research institutions, promoting the development of new technological solutions. It should be noted that 10 research and development partnerships between French and foreign businesses were identified in 2024, resulting in site establishments and the pooling of R&D resources.

In 2024, **43 investment decisions related to artificial intelligence (AI) were recorded, compared with 28 in 2023.** This momentum continued in 2025 with the AI Action Summit on February 10 & 11, 2025, which generated strong interest in the installation of new infrastructure in France, reaching national and international investment commitments of up to €109 billion. These investments reflect the confidence of economic players in France's potential to become a world leader in the field of AI, thanks to its talent, its already established players, as well as its competitive and decarbonized energy.

“France 2030” remains an attractive factor for foreign investors, since 32% of decisions and jobs featured in the report are directly related to the initiative. Launched in 2021, “France 2030” aims to develop industrial competitiveness and future technology in France.

On April 1, 2025, at its premises, Business France will present in full the “2024 Annual Report: Foreign Investment in France” at the second convening of the International Meetings.

This event will highlight the positive dynamics of economic attractiveness and the internationalization of the French economy over the last 10 years. It will also bring together the partners of “Team France Invest” to discuss ways to collectively succeed in implementing complex projects, such as the establishment of data centers or the strength of a 360-degree international approach in France's regions or sectors.

Eric Lombard, France's Minister for the Economy, Finance and Industrial and Digital Sovereignty, said: “With competitive, abundant and decarbonized energy, a highly qualified workforce and tax incentives for research, France is a land of investment for many foreign firms. They strengthen our industrial fabric and boost our innovation. We are a nation of projects and businesses.”

François Rebsamen, Minister of Regional Cohesion and Decentralization, said: “Despite the succession of international crises that are weighing on the confidence of economic players, France stands out for its business resilience, confirmed by an Annual Report on Foreign Investment that shows it is still higher than pre-Covid levels. The involvement of Business France is a decisive factor, thanks to an offer adapted to foreign investors that ensures the balanced and competitive development of France's regions.”

Marc Ferracci, Minister Delegate reporting to the Minister for the Economy, Finance and Industrial and Digital Sovereignty, with responsibility for Industry and Energy, said: “Our fight for the economic attractiveness of our country is producing results. In 2024, just as in 2023,

foreign investment in France is showing excellent momentum. Our industrial and energy sectors are the main beneficiaries. We will continue to make foreign investment a powerful driving force to leverage re-industrialization and progress.”

Laurent Saint-Martin, Minister Delegate for Foreign Trade and French Nationals Abroad, said: “In an unstable geopolitical context, affecting Europe and the world, France is maintaining its economic dynamism and attractiveness. These results are comforting about the resilience of the French economy and strengthen our determination to continue to act to attract new investors. The success of the AI Action Summit last month, with a historic investment record of €109 billion demonstrates this. With nearly two-thirds of investors being European, this must strengthen our determination to make European unity a real force. For an economically attractive France, in a powerful Europe.”

Pascal Cagni, Ambassador for International Investment and Chairman of the Board of Directors of Business France, said: “In an uncertain and fragile global economic environment, France has maintained its position and forms a benchmark for foreign investors. Thanks to its key strengths and a pro-active re-industrialization policy, our country recorded 1,688 investment decisions in 2024, creating or maintaining 37,747 jobs. This level of confidence reflects the resilience of the French economy and the country’s key strengths, such as the size of our market, the competitiveness of our low-carbon energy and the quality of our talent.”

Marie-Cécile Tardieu, Chief Operating Officer (Investment Division) at Business France, said: “By supporting 66% of foreign investment decisions taken last year, which has helped maintain a high level of economic attractiveness, the Business France teams have demonstrated the importance of deploying a tailor-made approach and showing agility when faced with fierce global competition. While I am pleased that France can convince first-time investors, I would also like to thank the foreign businesses that are already established here for renewing their confidence in our country.”

About Business France

Business France is the public consulting business serving the international development of the French economy. It is responsible for fostering export-led growth by French businesses, as well as promoting and facilitating foreign investment in France.

It promotes France’s firms, business image and nationwide attractiveness as an investment location, and it also runs the VIE international internship program.

Business France has more than 1,400 personnel, both in France and in 53 countries throughout the world.

In 2023, support from Business France made it possible to generate €3.3 billion in additional export revenues for French SMEs and mid-size companies, accounting for more than 27,111 jobs created or planned. Business France supported 58% of the 1,815 foreign investment decisions in 2023, accounting for 67% of the 59,254 jobs created or maintained nationwide.

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