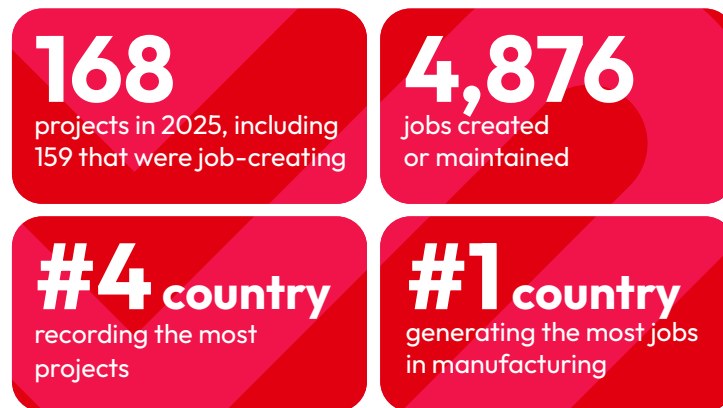


Italy

Annual Report 2025

There were 168 new Italian investment projects recorded in France in 2025, including 159 creating or maintaining 4,876 jobs.¹ Italy stood out as the fourth leading country for projects recorded in 2025 and the third for jobs created or maintained, leading the way among European nations by providing the third most foreign investment projects in France. Italy was also the second leading creator of industrial employment in France, ahead of Germany.



Number of projects and jobs by investment type

Investment type	Projects	Jobs
Creation	95	2,507
Expansion	61	2,247
Takeover	3	122
Safeguarding and partnership	9	-

Top 3 business activities

Consumer services	39 projects
Manufacturing	38 projects
Decision-making centers	36 projects

Top 3 host regions

Ile de France (Paris region)	50 projects
Auvergne-Rhône-Alpes	25 projects
Provence-Alpes-Côte d'Azur	20 projects

They chose France in 2025

Holding Moda: This Italian industrial group, specializing in the luxury sector, brings together leading manufacturers representing excellence in fashion production: couture, footwear, leather goods and textiles. In 2025, the group opened its first hub outside Italy in Aubervilliers (Ile de France/Paris region), the first Italian project of this scale in France. This site includes a showroom dedicated to craftsmanship, a leather goods prototyping workshop for the luxury sector, a training center and an R&D space. This project will create 30 full-time equivalent jobs. Furthermore, Holding Moda has announced its intention to develop industrial alliances between France and Italy to serve major players in the luxury sector, notably through equity investments and the development of French manufacturing SMEs specializing in couture and luxury leather goods.

Meteorological and Environmental Earth Observation (MEEO): This SME, founded in 2004 in Emilia-Romagna, specializes in developing satellite Earth observation data analysis solutions and services for environmental monitoring, land management and agriculture. As part of a development plan in France, where the business has already identified several partners and clients, Meteorological and Environmental Earth Observation Srl has created a subsidiary, BeyondEO, based in Paris (Ile de France region). The French subsidiary will oversee the development of new artificial intelligence-based solutions.

Acerbis: A leading Italian group in motorcycle equipment and accessories, Acerbis has acquired the French business Bagster, located in La Ferté-Macé (Normandie region). Specializing in the design and manufacture of motorcycle seats, luggage and accessories, the Normandie site represents recognized industrial expertise. This takeover aims to revitalize operations, strengthen the product offering and integrate Bagster into an international development strategy. The project will maintain approximately 37 jobs at the site, create 10 new ones and ensure the long-term viability of this industrial activity in Normandie.

Italian investments in France

According to its definition,² INSEE recorded 1,123 businesses in France originating from Italy, employing 72,177 full-time equivalents.

In 2025, 168 new Italian investment projects were recorded in France, of which 159 created or maintained 4,876 jobs. Italy was ranked fourth in 2025 in terms of the number of investment projects recorded (9% of the total) and third in terms of job creation (10% of the total).

Italian businesses primarily invested in projects related to consumer services (23%) and production/manufacturing (23%), the latter of which accounted for 61% of the Italian jobs forecast in France in 2025. Italy was also the leading country for job creation in this sector, accounting for 16% of all production/manufacturing jobs created, a position that reflects both the industrial strength of Italian businesses and their key role in the value chains established in France.

Sector-wise, Italian projects were mainly intended for medical equipment and devices (18%); Italy had the largest number of projects confirmed in this sector (39% of the total). The sector projected to create the most Italian jobs was energy and recycling (38%); Italy was also the leading country in this sector in terms of employment (37% of the total).

Italian projects were spread throughout the 12 mainland regions of France, with 30% of projects located in Ile de France (Paris region), 15% in Auvergne-Rhône-Alpes, and 12% in Provence-Alpes-Côte d'Azur. Of particular note was that an Italian project was announced in French Guiana.

² Source: French National Institute for Statistics and Economic Studies (INSEE), 2025; stock of foreign businesses in France, according to the INSEE definition of December 31, 2022, excluding confidential data.

Top 5 business sectors by projects

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
Medical equipment and devices	30	103	18%	2%
Wholesale and retail	15	69	9%	1%
Automotive industry	13	614	8%	13%
IT services	11	141	7%	3%
Sport and leisure	11	74	7%	2%

Breakdown of projects by business activity

Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	36	431	21%	9%
Logistics	7	53	4%	1%
Retail outlets	28	168	17%	3%
Production/Manufacturing	38	2,951	23%	61%
R&D, engineering, design	15	335	9%	7%
Business services	5	50	3%	1%
Consumer services	39	888	23%	18%
Total	168	4,876	100%	100%

Change in projects and jobs since 2021 (excluding retail outlets)

