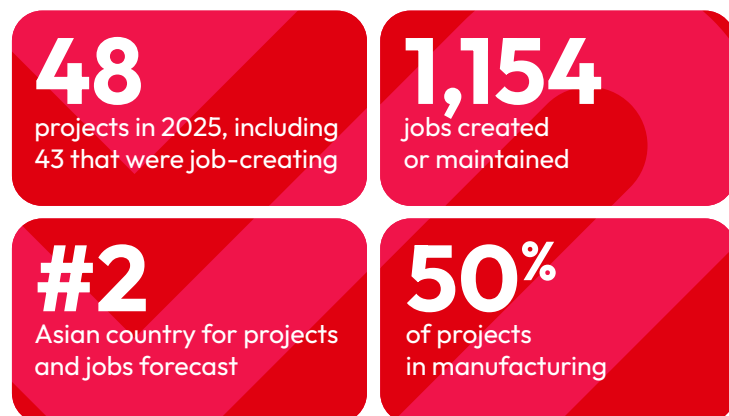


Japan

Annual Report 2025

There were 48 new Japanese investment projects recorded in France in 2025, including 43 that created or maintained 1,154 jobs nationwide.¹ Japan was the second leading Asian country announcing the most projects and forecasting the most jobs in France in 2025.



Number of projects and jobs by investment type

Investment type	Projects	Jobs
Creation	17	310
Expansion	25	783
Takeover	1	61
Safeguarding and partnership	5	-

Top 3 business activities

Manufacturing	24 projects
Decision-making centers	13 projects
Business services	4 projects

Top 3 host regions

Ile de France (Paris region)	17 projects
Grand Est	6 projects
Auvergne-Rhône-Alpes	4 projects

They chose France in 2025

KDDI: Following the joint announcement by KDDI and Telehouse at the 2004 "Choose France" event in Versailles, Telehouse has continued to invest in France. The business has switched to 100% renewable energy (wind, solar, biomass and hydroelectric power), thereby reducing its carbon footprint. In 2025, Telehouse opened its fifth data center at its Magny campus (Ile de France/Paris region). It also announced construction and expansion projects covering three separate sites in France, with investments expected to continue beyond 2026.

GSI: GSI Creos Co., Ltd. has established a research and development center in Grasse (Provence-Alpes-Côte d'Azur region), to support the medium- and long-term development of its global chemical business. This center focuses primarily on the paints and coatings sectors. The goal is to develop sustainable products that are environmentally friendly and safe for human health. This is the business's first R&D center outside of Japan. Its location in Europe, a leading region in the environmental sector, will enable it to quickly meet the growing need for low-toxicity products with low volatile organic compound (VOC) emissions.

NTN Corporation: To support the recovery and growth of the European aerospace sector, NTN is strengthening the capacity of its Argonay plant in the Auvergne-Rhône-Alpes region, through its subsidiary NTN Europe S.A. This key site manufactures bearings for jet engines, helicopters and the Ariane 6 launcher. The investment covers the acquisition of new equipment, the expansion and modernization of the facilities, as well as digitalization and automation to progressively increase production by 2030. Nearly €30 million will be invested, which will create around one hundred jobs.

Japanese investments in France

According to its definition,² INSEE recorded 381 businesses in France originating from Japan, employing 71,466 full-time equivalents.

In 2025, 48 new Japanese investment projects were recorded in France, of which 43 created or maintained 1,154 jobs. The majority of these projects (52%) involved the creation of new establishments in France, while 35% were expansions of existing sites.

The majority of projects (50%) and jobs (54%) were related to production/manufacturing activities, where Japan was also the second-largest Asian country to announce projects and jobs, followed by decision-making centers (27%) and business services (8%).

Sector-wise, Japanese projects were mainly intended for the machinery and mechanical equipment sector (15%), which also accounted for one-quarter of forecast Japanese jobs in 2025. Japan was also the leading employer in this sector, accounting for 24% of all forecast jobs in France in this field. Next for projects came the agri-food (10%), IT services (10%), and automotive (10%) sectors.

Ile de France (Paris region) hosted the most Japanese projects (35%), followed by Grand Est (13%), as well as Auvergne-Rhône-Alpes, Occitanie and Provence-Alpes-Côte d'Azur (8% each).

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
Machinery and mechanical equipment	7	286	15%	25%
Agri-food	5	147	10%	13%
IT services	5	85	10%	7%
Automotive industry	5	3	10%	0.3%
Telecoms, internet service providers	3	120	6%	10%

Breakdown of projects by business activity

Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Production/Manufacturing	24	623	50%	54%
Decision-making centers	13	144	27%	12%
Business services	4	135	8%	12%
R&D, engineering, design	3	70	6%	6%
Logistics	2	120	4%	10%
Retail outlets	2	62	4%	5%
Total	48	1,154	100%	100%

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

