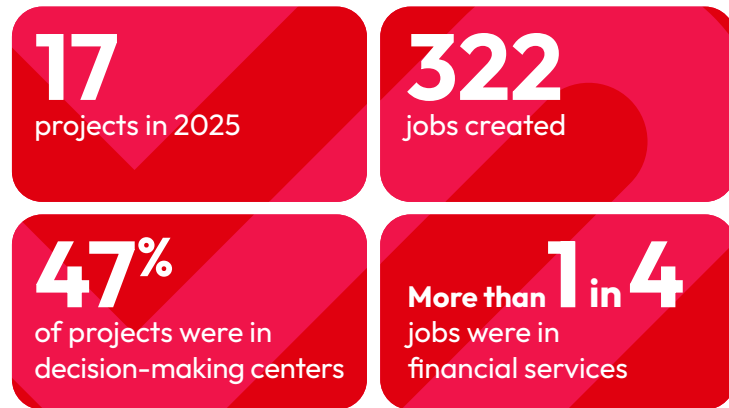


# Northern Africa Annual Report 2025

In 2025, businesses from Northern African<sup>1</sup> countries carried out 17 new investment projects in France, creating a total of 322 jobs.<sup>2</sup> Northern African businesses chose France above all to roll out decision-making center activities.



## Number of projects and jobs by investment type

Investment type	Projects	Jobs
Creation	15	202
Expansion	2	120

## They chose France in 2025

**Aroteq:** This Tunisian SME offers intelligent automated manufacturing solutions, functional testers and assembly lines for the automotive, aerospace and medical sectors. It established a technical and sales subsidiary in Strasbourg (Grand Est region) at the end of 2025 to increase its international profile and develop its sales network within a major industrial hub, hence the strategic choice of Strasbourg. The SME plans to recruit 12 employees over the next three years.

**Chitelix:** This Tunisian scale-up specializes in recycling marine by-products into high-value biopolymers, such as chitin and chitosan, as well as active ingredients for food and agriculture. Its solution contributes to a positive social and environmental impact by producing environmentally friendly products, reducing waste pollution and creating value through a circular economy model. In November 2025, the decision was made to transfer the operational holding company to Marseille (Provence-Alpes-Côte d'Azur region) to develop a new production facility, strengthen R&D and boost its commercial activities in France. The firm plans to create 50 jobs within five years.

## Breakdown by source country

Source country	Projects	Jobs
Tunisia	12	159
Morocco	4	93
Algeria	1	70

## Northern African investments in France

According to its definition,<sup>3</sup> INSEE recorded 31 businesses in France originating from North Africa, employing 3,622 full-time equivalents.

In 2025, 17 new investment projects were recorded in France, creating 322 jobs. Tunisia was the source of the majority of projects (71%) and the most jobs (49%) originating from the region.

As in 2024, most projects (47%) involved activities related to decision-making centers, reflecting France's position as a gateway to the European market for North African businesses. Some 82% of North African businesses that invested in France in 2025 did so for the first time.

The financial services/insurance and IT services sectors each accounted for 18% of all North African projects, while the former also accounted for 27% of forecast jobs.

Most (47%) North African projects were located in the Provence-Alpes-Côte d'Azur region, while the Ile de France (Paris region), Auvergne-Rhône-Alpes, Grand Est and Occitanie regions each hosted two projects (12%).

<sup>3</sup> 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.

## Breakdown of projects by business activity

Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	8	67	47%	21%
Production/Manufacturing	5	109	29%	34%
R&D, engineering, design	2	26	12%	8%
Business services	1	50	6%	16%
Consumer services	1	70	6%	22%
<b>Total</b>	<b>17</b>	<b>322</b>	<b>100%</b>	<b>100%</b>

## Top 3 business activities

Decision-making centers	8 projects
Manufacturing	5 projects
R&D/engineering	2 projects

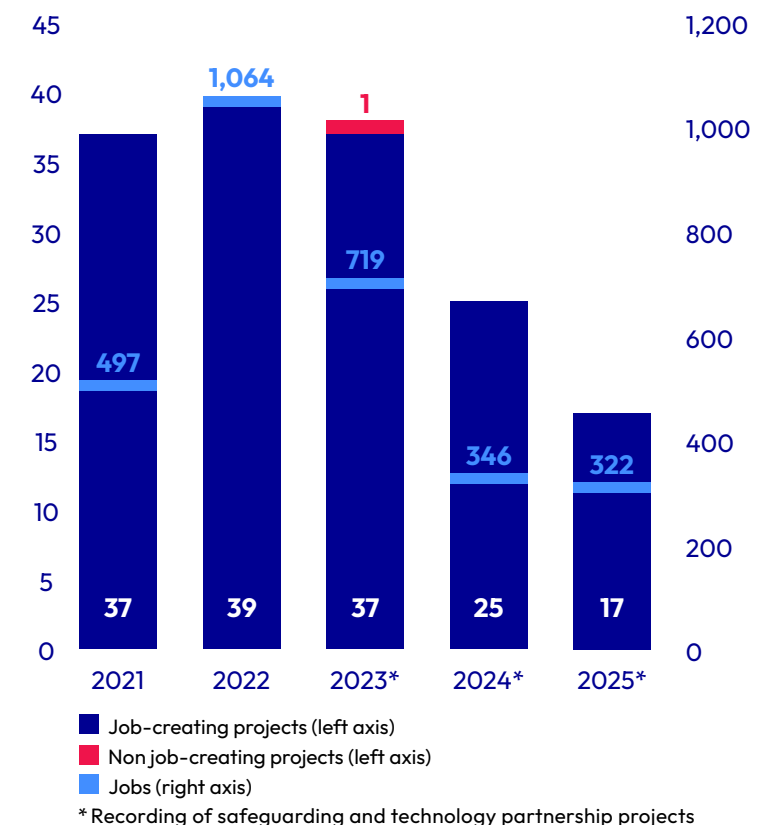
## Top 3 host regions

Provence-Alpes-Côte d'Azur	8 projects
Ile de France (Paris region)	2 projects
Auvergne-Rhône-Alpes	2 projects

## Top 5 business sectors by projects

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
Financial services and insurance	3	87	18%	27%
IT services	3	32	18%	10%
Chemicals, plastics	2	50	12%	16%
Agri-food	2	45	12%	14%
Energy and recycling	2	25	12%	8%

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



<sup>1</sup> Algeria, Libya, Mauritania, Morocco, Tunisia.

<sup>2</sup> In 2025, all jobs projected at the time of the investment decision are counted, not just those expected within three years. Furthermore, since 2025, business openings have been counted at the municipal level, rather than the level of *départements*. (See the analysis note in the [Annual Report 2025: Foreign Investment in France](#).)