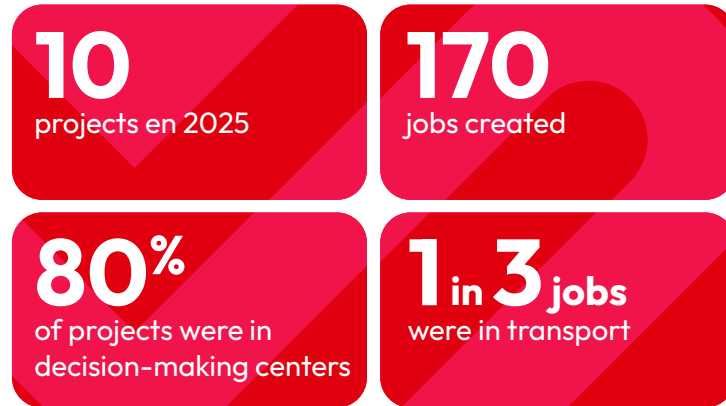


# Sub-Saharan Africa Annual Report 2025

There were 10 new investment projects recorded in France from Sub-Saharan African countries<sup>1</sup> in 2025, creating 170 jobs nationwide.<sup>2</sup> Six different African countries decided to invest in France in 2025.



## Number of projects and jobs by investment type

Investment type	Projects	Jobs
Creation	10	170

## Top 3 business activities

Decision-making centers	8 projects
Logistics	1 project
Retail outlets	1 project

## Top 3 host regions

Ile de France (Paris region)	6 projects
Provence-Alpes-Côte d'Azur	2 projects
Mayotte	1 project

## They chose France in 2025

**Veone Group (Ivory Coast):** With 16 years of experience in cloud computing, open source and the development of customized digital solutions, the Ivorian business Veone Group boasts a strong commercial track record in West and Central Africa, serving both the public sector and telecom operators and banking groups. Initially specializing in web development, the business has progressively structured an integrated offering encompassing cloud computing, the design of customized digital solutions, personalized business solutions and support for digital transformation, with a recognized focus on high value-added projects. As part of its international development, the Veone Group has established its subsidiary, Veone SAS, within the Sophia Antipolis innovation cluster (Provence-Alpes-Côte d'Azur region), marking a key step in its European expansion strategy. This entity is intended to become the group's European subsidiary and a strategic product and R&D hub, particularly in cloud technologies, e-commerce and artificial intelligence. This establishment is part of an ambition to create 27 jobs in France in the medium term, including nine positions dedicated to R&D, to support the development of new products, strengthen technological synergies between Europe and Africa, as well as to contribute to the upskilling of the group's engineers.

## Breakdown by source country

Source country	Projects	Jobs
Ivory Coast	4	56
Nigeria	2	34
Kenya	1	45
Cameroon	1	15
Angola	1	10
Senegal	1	10

## Sub-Saharan African investments in France

According to its definition<sup>3</sup>, INSEE recorded 65 businesses in France originating from sub-Saharan Africa employing 2,267 full-time equivalents.

Ten new investment projects from sub-Saharan Africa were recorded in France in 2025, creating 170 jobs. Ivory Coast was the leading investor in France, accounting for 40% of the projects and 33% of the jobs forecast.

The majority of projects from Sub-Saharan Africa (80%) involved decision-making centers, with all of these being first-time investments, of which 90% were first-time investments in Europe, highlighting France's potential as a gateway for African businesses wishing to set up on the continent.

Sub-Saharan African investments served various sectors, from industry to services. The transport/storage sector accounted for the most jobs forecast (32%).

More than half of projects were located in Ile de France (Paris region) (60%), followed by Provence-Alpes-Côte d'Azur (20%), Mayotte and Auvergne-Rhône-Alpes regions, with 10% each.

<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.

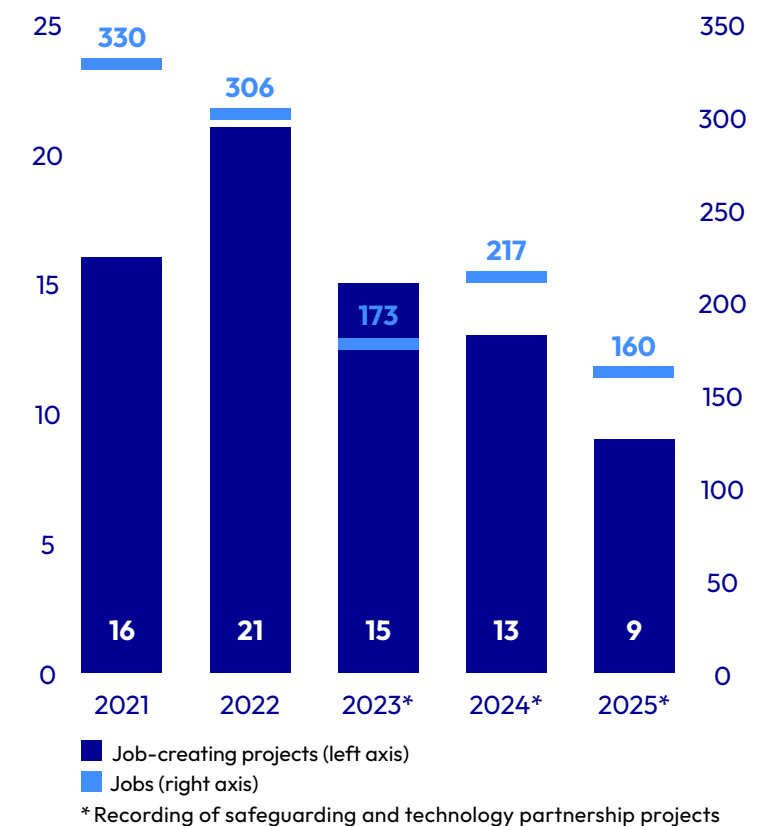
## Top 5 business sectors by projects

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
Transport, storage	2	55	20%	32%
IT services	2	41	20%	24%
Agri-food	2	29	20%	17%
Financial services and insurance	2	25	20%	15%
Perfumes, cosmetics	1	10	10%	6%

## Breakdown of projects by business activity

Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	8	150	80%	88%
Logistics	1	10	10%	6%
Retail outlets	1	10	10%	6%
<b>Total</b>	<b>10</b>	<b>170</b>	<b>100%</b>	<b>100%</b>

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



<sup>1</sup> Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Djibouti, DR Congo, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, South Sudan, Sudan, Swaziland, Tanzania, Togo, Uganda, Zambia, Zimbabwe.

<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](#).)