

Latin America

Annual Report 2025

In 2025, 17 new investment projects in France from Latin American businesses¹ were recorded, creating or maintaining 182 jobs, with nearly 60% of projects and 75% of jobs coming from Mexico.



Number of projects and jobs by investment type

Investment type	Projects	Jobs
Creation	12	115
Expansion	3	60
Takeover	1	7
Safeguarding and partnership	1	-

They chose France in 2025

BioEsol: The business now operates under a French holding firm and has begun implementing its multi-year investment plan presented at “Choose France” 2025. As part of this program, BioEsol is structuring a €35 million development roadmap aimed at accelerating the deployment of its artificial intelligence-driven distributed energy infrastructure platform for French industrial SMEs. This plan includes the gradual creation of jobs, with a target of at least 50 positions spread between Grenoble (Auvergne-Rhône-Alpes region) and Paris, as well as funding of up to €50 million for client projects through its Energy-as-a-Service (EaaS) model, enabling SMEs to increase their energy resilience without initial capital expenditure. With strong commercial traction and long-term international contract revenues, BioEsol is positioning France as its European headquarters to support industrial competitiveness and contribute to French climate objectives by 2030. The business is currently engaging strategic partners in equity and infrastructure debt to accelerate the full deployment of its growth strategy in France and Europe.

Breakdown by source country

Source country	Projects	Jobs
Mexico	10	137
Brazil	5	25
Guatemala	1	20
Chile	1	-

Top 3 business activities

Decision-making centers	6 projects
Consumer services	5 projects
R&D, engineering	2 projects

Top 3 host regions

Ile de France (Paris region)	5 projects
Auvergne-Rhône-Alpes	4 projects
Pays de la Loire	3 projects

Latin American investments in France

According to its definition,³ INSEE recorded 21 businesses in France originating from Latin America, employing 5,489 full-time equivalents.

In 2025, 17 new investment projects from Latin America were recorded in France, creating or maintaining 182 jobs. The majority of these projects originated in Mexico (59%), followed by Brazil (29%). Furthermore, GDM, a plant genetics business based in Argentina, but registered in Spain, reinvested in its R&D center in Toulouse, where it planned to create 20 jobs.

More than one-third of the projects were in decision-making centers (35%), which also accounted for 52% of the jobs forecast in France by Latin American countries. Consumer services were also noteworthy, amounting to 29% of projects and 22% of jobs.

The agri-food and hospitality/tourism and restaurants sectors each accounted for 29% of projects and 31% and 22%, respectively, of the jobs forecast. Latin American projects in the hospitality sector also amounted to 15% of all projects in the sector, making the region the second largest in terms of projects in this sector.

The most projects were located in Ile de France (Paris region) (29%), followed by Auvergne-Rhône-Alpes (24%) and Pays de la Loire (18%).

³ 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
Agri-food	5	57	29%	31%
Hospitality, tourism and restaurants	5	40	29%	22%
Energy and recycling	2	50	12%	27%
IT services	1	15	6%	8%
Sport and leisure	1	10	6%	5%

Breakdown of projects by business activity

Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	6	94	35%	52%
Retail outlets	2	6	12%	3%
Production/Manufacturing	2	20	12%	11%
R&D, engineering, design	2	22	12%	12%
Consumer services	5	40	29%	22%
Total	17	182	100%	100%

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

