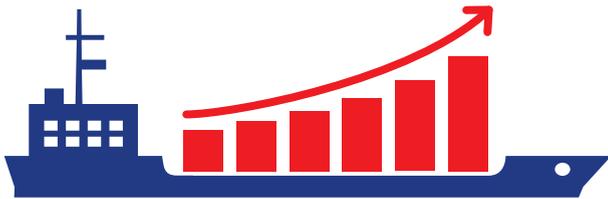


AFTER A MAJOR FALL FROM 2015 TO 2016, FRENCH EXPORTS TO AFRICA REMAINED STABLE IN 2017



- Total French exports to Africa of €25.5 billion in 2017, a stable figure compared with 2016.
- North Africa received nearly 60% of total French exports to the African continent.
- French exports to East Africa grew significantly, up 70% since 2014 and worth €2.4 billion in 2017.
- Africa received 5.5% of French exports in 2017.

FRANCE IS CONSOLIDATING ITS TRADING RELATIONSHIP WITH AFRICA

- A number of economic partnership agreements are being arranged or have been signed with different regions of Africa.



FRANCE ENJOYS CLOSE TRADE TIES WITH AFRICA

- France remained Africa's leading European trade partner in 2017.
- France is the leading European exporter to Africa.
- Nearly 38,000 French companies exported to African countries in 2017.
- France accounts for 19% of EU exports to Africa.
- French FDI stock in Africa increased sevenfold between 2002 and 2017, standing at €53.5 billion in late 2017.
- Paris is the main air hub for Africa, with direct flights to 30 African countries.
- France is the leading destination for African students studying abroad.
- France's location combined with excellent, multimodal transport infrastructure makes it a hub for easy access to other countries, continents or regions, such as Europe, Africa and the Middle East; 81% of companies based in France see it as an export hub to Africa.

AFRICA:

A FAST-GROWING MARKET

- Sub-Saharan Africa enjoyed average annual economic growth rate of 10.4% between 2001 and 2016.
- 25% of the global population will be African by 2050.
 - In the coming 20 years, the urban population in Africa is due to almost double.



THEY CHOSE FRANCE AS A BASE TO EXPAND INTO THE AFRICAN MARKET

Mexican firm **Manuvo**, which specializes in digitizing cultural, editorial and interactive content aimed at children and young adults, has continued its international expansion by setting up a new subsidiary in 2016 in Avignon (Provence-Alpes-Côte d'Azur region). Its aim is to turn its attention to France and other potential French-speaking markets in Europe and Africa.

In 2016, the Canadian digital newspaper distribution company **PressReader** decided to establish its European Headquarters in Bordeaux (Nouvelle Aquitaine region), serving as its headquarters for the Europe/Middle East/Africa

(EMEA) region. It plans to call upon VIE International Interns to access new markets.

In 2017, **Ecolink**, a Moroccan company specializing in fertigation technology (measuring instruments and hydro-agricultural telemetry), opened a production facility in Marseille (Provence-Alpes-Côte d'Azur region), enabling it to develop in the Europe/Middle East/Africa (EMEA) region. It is easier to import intermediate products from Germany, and then export them to southern European countries, North Africa and the Middle East, from Marseille than it is from Morocco.