FRANCE ACCLAIMED BY BUSINESS LEADERS*
A MORE ATTRACTIVE LOCATION
Views about France’s business attractiveness continue to improve: 84% of foreign investors in 2017 deemed France to be an attractive location, versus 75% in 2016, 65% in 2014, and 53% in 2009.

RENEWED CONFIDENCE
France is now viewed positively by significantly larger proportions of decision-makers from Germany (86%) and the United Kingdom (69%), a marked improvement on the figures of 65% and 58%, respectively, in 2016, and an even bigger difference from 2014 (33% and 47%, respectively).

INVESTOR SATISFACTION
In 2017, 83% of decision-makers at foreign-owned subsidiaries in France had a positive view of their investments in the country, 21 percentage points higher than in 2014.

FRANCE’S KEY STRENGTHS
When asked what made France attractive to investment, chief executives pointed to its communication infrastructure (89%) and transport/logistics (87%). They also emphasized workforce education and training (86%), economic stability (85%), the size of the domestic market (84%), France’s industrial base (84%) and the overall business environment (84%).
5 | INNOVATION DRIVING FRANCE’S ATTRACTIVENESS
Innovation and R&D in France are regularly hailed by foreign business executives. More than 8 in 10 decision-makers surveyed see France as an innovative economy.

6 | AWARENESS OF SCHEMES TO PROMOTE BUSINESS IN FRANCE
More than 80% of decision-makers believe that the “La French Tech” initiative is well designed to promote French expertise internationally. Awareness is high of the four key policies (French Tech Visa, one-stop shop for businesses, innovation policy, and the French Tech Ticket competition).

7 | EXPORTING TO GO GLOBAL
Nearly eight in 10 decision-makers say that exporting is central to their company’s development strategy in France, while 89% of respondents expect their company’s export revenues to increase over the next three years.
FRANCE’S EXPORT ADVANTAGES

France’s key export advantages identified by survey respondents include the quality of French-made products and services, transport infrastructure and logistics, stability of the euro, France’s reputation, as well as its location.

FRANCE: A CREATIVE ECONOMY

Investors spontaneously associate France with innovation, skills, technology and quality, with a vast majority stating that innovation and creativity sum up France well, along with other business aspects such as competitiveness, enterprise, startup culture and endeavor.

FRANCE: AN EXPORT HUB

France’s central location and high-quality transport infrastructure make it an ideal springboard into markets in other countries and continents; 81% of foreign businesses established in France see the country as an export hub for Africa, while 90% see it as an export hub for other European countries.

* Kantar Public/Business France survey on France’s attractiveness for businesses and exporting company strategies, carried out in November 2017 with chief executives of businesses exporting from France.
For further information, please visit:

www.businessfrance.fr
83% of companies have a positive view of their investments in France.
More than 8 in 10 decision-makers see France as an innovative economy.
FRANCE:

SEEN AS AN EXPORT HUB TO AFRICA (81%) AND EUROPE (90%)
OF DECISION-MAKERS EXPECT THEIR EXPORTS TO RISE

89%