

FRANCE ACCLAIMED BY BUSINESS LEADERS*

KEY INFO IN

10
POINTS

1

▶ 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.

2

▶ 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).

3

▶ 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.

4


▶ 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.

8

▶ 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.

9

▶ FRANCE: A CREATIVE ECONOMY

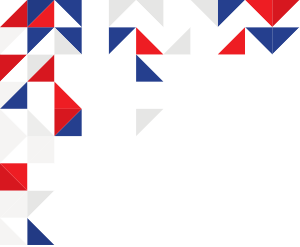
Investors spontaneously associate France with innovation, skills, technology and quality, with a vast majority stating that innovation and creativity sum up France well, along with other business aspects such as competitiveness, enterprise, startup culture and endeavor.

10

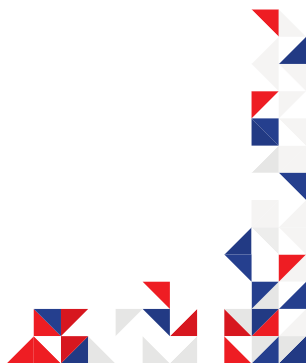
▶ FRANCE: AN EXPORT HUB

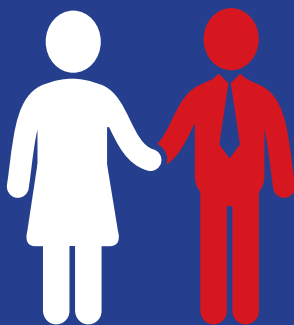
France's central location and high-quality transport infrastructure make it an ideal springboard into markets in other countries and continents; 81% of foreign businesses established in France see the country as an export hub for Africa, while 90% see it as an export hub for other European countries.

* 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

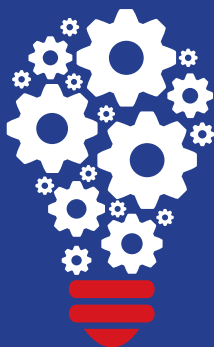




83%

**OF COMPANIES
HAVE A POSITIVE VIEW
OF THEIR INVESTMENTS
IN FRANCE**

MORE THAN **8** IN 10
DECISION-MAKERS

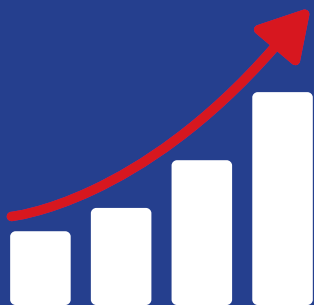


SEE FRANCE AS AN
INNOVATIVE ECONOMY

FRANCE:



**SEEN AS
AN EXPORT HUB
TO AFRICA (81%)
AND EUROPE (90%)**



89%

**OF DECISION-MAKERS
EXPECT THEIR
EXPORTS TO RISE**



Business France
77, boulevard Saint-Jacques
75680 Paris Cedex 14 - France
Tél. : +33 1 40 73 30 00