

THEY
CHOSE
FRANCE



Activity: confectionery, general food and pet food
Turnover : 35 billion euros
Employees : 125,000

The establishment of Mars in France dates back to 1967, when the group acquired in Alsace Sabi, a pet food factory established in Strasbourg. Today, Mars employs 4,200 people and generates a turnover of two billion euros in France. «France, the third country in terms of employees, is a very important country for the group,» says Hédi Hichri, Director of Communications and External Affairs. The first M & M's® production plant in Europe - producing 70,000 tonnes of products per year - is located in Alsace and the Royal Canin R & D center in Aimargues in the Gard region. « The group's activities are spread over nine sites, including eight factories, through its pet food (Mars Petcare / Royal Canin), confectionery

(Mars Wrigley Confectionery) and general food (Mars Food) activities. «France is an export platform and more than 70 percent of the production of our factories is for export, mainly in Europe,» continues Hédi Hichri. The country is attractive because of its strategic geographical position, its quality road infrastructure and its highly skilled workforce. « The Mars group invests 50 million euros each year in its French industrial presence. «Over 2018/2019 we have injected 120 million euros to remain efficient and the desire of the group is to continue to invest in France,» he explains. He warns against «the desire to legislate solely in France that would hurt the attractiveness of the French market.»



GE Healthcare

Activity : Manufacture of medical imaging equipment
Global turnover : 19,8 billion dollars
Employees : 54,000

GE Healthcare has been present in France since 1987 and employs 2,800 people, including 600 R & D engineers in its international excellence site in Buc, in the Yvelines. This international center of excellence for interventional imaging, mammography, and advanced visualization software is also a production site for interventional imaging systems, mammography, and X-ray tubes. «We export 90% of what we produce to this site worldwide,» says Christophe Lala, General Manager Western Europe. In 2018, 100 million euros were invested in R & D on this site. «Our investments are ongoing and

over the last three years we have co-built a new mammography machine with French SMEs, medical teams and research teams,» he adds. A collaboration that is one of the riches of the French economy. «France has many advantages: a network of Grandes Ecoles, major research sites and a very strong involvement of medical teams in research projects. On the industrial front, France is home to numerous nuggets, SMEs and mid-caps with high added value. Another strength of the country: «The government has understood that the industrial field of health was a real growth driver for the country.»

In 2018, 100 million euros were invested in R & D on this site

Coca-Cola

Activity : Global leader in the production and sale of non-alcoholic drinks

Global turnover : 31,9 billion dollars

Employees : 61,800

Coca-Cola Company was established in France in 1919 with a first factory located in the 15th arrondissement of Paris. Today, the group owns five factories spread over the whole of France: Socx (59), Clamart (92), Grigny (91), Castanet-Tolosan (31), Pennes-Mirabeau (13) and enjoys a turnover of 2,2 billion euros. "Coca-Cola European Partners is Coca-Cola's bottler in France. We ensure the production, marketing and distribution of all Coca-Cola products in France: Coca-Cola Classic, Coca-Cola without sugar, Coca-Cola light, Fanta, Sprite, FuzeTea, Honest, specifies Alexandre Poncet, director of communication of CCEP France. 90% of the drinks marketed in

The group regularly invests in its production presence and has injected more than 184 million euros

France are produced in our 5 factories.»

The group regularly invests in its production presence and has injected more than 184 million euros into its French industrial facilities over the past five years. Thus, a new ultra-modern production line was installed in the Socx plant (59), for a total of 19 million euros, creating 23 jobs.

«France has a lot of growth opportunities for

Coca-Cola European Partners,» says Alexandre Poncet. Indeed, the country has many assets: good transport infrastructure, excellent universities that allow the recruitment of a quality management staff and household consumption that is maintained even in times of economic crisis."

Alphabet

Activity : Computer software and services

Turnover : 136,8 billion dollars

Employees : 107,646

Established in France since 2004, Google employs 1,000 people. In January 2018, Sundar Pichai, its CEO, announced a major investment plan in France at the #ChooseFrance summit organized by the President of the Republic Emmanuel Macron to fill the «digital backlog» of the country. «France has all the assets to succeed: highly qualified engineers, creative entrepreneurs, one of the best education systems in the world, efficient infrastructures or even big companies with international success». According to him, «by fully seizing the opportunities offered by the digital world,» France could «earn nearly 10% more GDP by 2025».

The Californian company has therefore increased its presence in France last year with three major projects. First, the extension of its Paris headquarters to better meet the demands of the local market and to accommodate 200 additional engineers and salespeople in the coming years. In

The French education system creates some of the best researchers in the world

late 2018, Google opened a new center for basic research dedicated to artificial intelligence in Paris, in partnership with the French scientific community. «The French education system creates some of the best researchers in the world. So naturally, we decided to create a new team in Paris that will focus on one of the most important fundamental research areas of the moment: Artificial Intelligence,» said Sundar Pichai.

This research center collaborates with several French public universities and institutes, such as

the National Institute for Research in Computer Science and Automation (INRIA), the National Center for Scientific Research (CNRS) or the École Normale Supérieure (ENS).

Third axis of its French investment plan, the company has also chosen to be more present in the regions with the opening of several «digital workshops», including Rennes in Brittany and Nancy, for people wishing to train in digital tools.

