



**MORE THAN EIGHT IN 10
ECONOMIC
DECISION-MAKERS**

perceive France as an innovative economy.



88%

OF FOREIGN INVESTORS
deem France to be an attractive location



77%

of businesses draw a positive conclusion of their investments in France



FRANCE
seen as an export
HUB
to Africa (70%)
and Europe (81%)

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**BUSINESSES
HAIL FRANCE'S
ATTRACTIVENESS¹**

KEY INFO IN
10
POINTS



1 ATTRACTIVENESS HITS NEW HEIGHTS

Views about France's business attractiveness continue to improve: 88% of foreign investors deemed France to be an attractive location in 2018, versus 84% in 2017, 75% in 2016, 65% in 2014, and 53% in 2009.

2 COMPARED ATTRACTIVENESS

France is judged to be the second most attractive European country, cited by 35% of respondents, after Germany (41%) and ahead of the United Kingdom (34%).

3 SATISFIED INVESTORS

In 2018, 78% of decision-makers at foreign-owned subsidiaries in France had a positive view of their investments in the country, 16 percentage points higher than in 2014.

4 UNDENIABLE KEY STRENGTHS

When asked what made France attractive to investment, chief executives of international businesses set up in France pointed to the size of its domestic market (89% of executives based abroad), its communication infrastructure (87%) and transport infrastructure and logistics resources (87%), France's industrial base (87%) and the overall business environment (86%).

5 BUSINESS CLIMATE CONTINUES TO IMPROVE

France is perceived as an economically stable country (90%, +5 points), which seeks to attract foreign investors (89%, +6 points) and in which it is easy to do business (80%, +4 points).

6 INNOVATION, DRIVING ON ATTRACTIVENESS

Innovation and R&D have overwhelming support from the directors of foreign businesses: 77% of senior executives abroad consider the French economy to be innovative, which is encouraged by the French ecosystem for 85%. In terms of R&D, France's attractiveness is based on its network of clusters (87% of directors of foreign businesses), the proximity to other markets and other business operations (85%), the possibilities of working with university research teams (84%), the quality of R&D personnel (82%) and access to finance (81%).

7 MEASURES TO PROMOTE ECONOMIC ATTRACTIVENESS ARE RECOGNIZED

More than nine in 10 foreign decision-makers believe that the "La French Tech" initiative is well designed to promote French expertise internationally. The Welcome to France website (78%), innovation support initiatives (78%) and the "Skills and Expertise" residence permit (76%) are the most well-known measures.

8 AN ATTRACTIVE INDUSTRY

For 87% of senior executives abroad, France's industrial base is a factor of its attractiveness. The leading attractiveness criteria, supported by more than eight in 10 respondents, are the quality of employees, the move upmarket of products, the digitalization of industrial processes and the quality of management.

9 A CREATIVE AND COMPETITIVE ECONOMY

More than 85% of foreign senior executives associate France with industry, creativity, competitiveness, enterprise, innovation, dynamism and startup spirit. For more than half of them, the terms "creativity" and "innovation" distinguish France from other countries.

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; 70% of foreign businesses established in France see the country as an export hub for Africa, while 81% see it as an export hub for other European countries.