

KEY FIGURES



88% of foreign executives believe that **France is attractive, up four points** from 2017.



At least **seven out of ten executives abroad** are aware of **the innovation support measures** to attract talent to France.



France remains the **second** most attractive European country after Germany, ahead of the United Kingdom.



78% of foreign companies based in France **are pleased with their investment.**



80% of executives abroad consider **French industry to be attractive.**



The main criteria for French industry's attractiveness, as confirmed by more than 84% of the respondents, are **the quality of the employees, the increase in the range of products offered, the digitization of the industrial processes, and the quality of the management.**



77 % of directors of foreign companies based in France **attest to French leadership in aerospace**, and

48 % in the **pharmaceutical industry**.



Foreign companies based in France favor the country's quality of life

(**80%** of respondents) over that of other European countries.



85 % of foreign executives outside of France believe that **the French ecosystem encourages innovation**.



89% of executives abroad **cite the size of France's domestic market as the leading factor in the country's attractiveness**.



97 % of executives abroad and **88%** of foreign executives in France **believe that La French Tech is an appropriate initiative for promoting French expertise internationally**.



For **87%** of executives abroad, the **industrial fabric contributes to France's attractiveness**.

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