THEY CHOSE FRANCE

ISS (Denmark):
32,000 employees

SECURITAS (Sweden):
17,000 employees

AB VOLVO (Sweden):
11,500 employees

KONE (Finland):
3,700 employees

SAPA (Norway):
2,000 employees

LIDL (Germany):
25,000 employees

DEUTSCHE POST (DHL) (Germany):
13,000 employees

ALLIANZ (Germany):
11,300 employees

NESTLÉ (Switzerland):
16,000 employees

ST MICROELECTRONICS (Switzerland):
10,000 employees

KÜHNE HOLDING (Switzerland):
9,000 employees

DONAU CHEMIE (Austria):
1,350 employees

GENERALI ASSICURAZIONI (Italy):
5,000 employees

IVECO-IRIBUS, MAGNETI MARELLI (Italy):
14,000 employees

KINGFISHER (United Kingdom):
18,000 employees

COMPASS GROUP (United Kingdom):
15,000 employees

SMURFIT KAPPA GROUP (Ireland):
4,500 employees

CRH (Ireland):
2,200 employees

INDITEX (Spain):
6,000 employees

PROSEGUR (Spain):
6,000 employees

INAPA (Portugal):
200 employees

SOLVAY (Belgium):
6,500 employees

SEA INVEST (Belgium):
1,200 employees

HEINEKEN (Netherlands):
4,150 employees

EUROPEAN COMPANIES THAT CHOSE FRANCE IN 2014 INCLUDED:

GERMANY
RETHMANN
CLAAS
HET-ELASTOMERTECHNIK

SWITZERLAND
LABORATOIRE ROCHE
LOMBARDI INGENIERIE

ITALY
FIAT
CARTIERA GALLIERA
EDIZIONE HOLDING

UNITED KINGDOM
ADMIRAL GROUP
GKN

NORWAY
LMG MARIN

DENMARK
WILLIAM DEMANT
LOGPOINT

BELGIUM
AGRAFRESH
TROTEC

NETHERLANDS
BCD TRAVEL
VAROVA
HEMA

SPAIN
NH HOTELES
AMADEUS

AUSTRIA
MONTANA HOLDING
KRONOSPAN

IRELAND
LEANORT
THE EI COMPANY

PORTUGAL
COBELBA

FINLAND
HUHTAMÄKI
AMER SPORTS

SWEDEN
SYSTEMAIR
ALFA LAVAL

Business France

Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France.

It promotes France's companies, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

Founded on January 1, 2015 through a merger between UBIFRANCE and the Invest in France Agency, Business France has 1,500 personnel, both in France and in 70 countries throughout the world, who work with a network of public- and private-sector partners.

BUSINESSFRANCE

For further information, please visit:
www.businessfrance.fr

SOUTH AFRICA AND SUB-SAHARAN AFRICA

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INVEST IN FRANCE

FRANCE MEETS ALL THE REQUIREMENTS FOR THE SUCCESS OF YOUR INVESTMENT

In 2014, 1,014 investment decisions created or maintained 26,535 jobs.

- The leading country in Europe for foreign investment in industry. (EY, 2014)
- Over 20,000 foreign companies doing business in France, employing nearly two million people. (INSEE, 2012)
- More than 30% of French exports are made by foreign companies.
- France is the third leading host country in the world for foreign students. (Campus France, 2014)

Competitive business costs: according to the KPMG report "Competitive Alternatives", France is ranked fifth out of 10 countries in 2014.

- The leading country in the world for the quality, availability and accessibility of its electricity supply. (KPMG and Institut Choiseul, 2015)
- The cost of renting office space is lower in Marseille and Lyon than in Frankfurt, Amsterdam and Madrid. Costs in Paris are lower than in London's West End. (Cushman & Wakefield, 2014)

France is the sixth largest global economy, located at the heart of Europe.

- The second largest market in Europe with a population of over 65 million. (Eurostat, 2014)
- France's population is expected to exceed that of Germany as of 2045, topping 73 million. (OFCE, 2012)
- The largest road network in Europe. (Eurostat, 2014)
- The port of Marseille is the largest in France and in the Mediterranean by tonnage.

Strong demographics in an attractive environment.

- The second leading fertility rate in Europe. (Eurostat, 2014)
- The leading destination in the world for foreign tourists. (UNWTO, 2014)

European countries are by far the leading investors in France.

- In 2014, they were responsible for 61% of job-creating foreign investment in France.
- France was the leading recipient in 2014 of job-creating investments made in Europe by British, German, Belgian, Finnish, Italian and Polish companies. (Business France, 2014 Annual Report: Foreign Investment in France)

Best
INFRASTRUCTURE IN EUROPE
(KPMG, 2014)

19
FOREIGN INVESTMENT DECISIONS MADE IN FRANCE EVERY WEEK IN 2014

100%
OF FRANCE TO HAVE HIGH-SPEED BROADBAND BY 2020

A RICH TALENT POOL FOR YOUR INVESTMENT

The presence of highly qualified researchers, the availability of expertise and a very conducive research environment have convinced large numbers of foreign companies that are now responsible for nearly 30% of all business enterprise R&D expenditure in France.

- France is ranked first in Europe for corporate tax rates on R&D operations. (KPMG, 2014)
- France is ranked second in Europe and sixth in the world for the number of international patents filed. (WIPO, 2013)
- 12 out of 55 Fields Medals awarded to French researchers.

France invests more in its education system (6% of GDP) than many of its European neighbors, including Germany, Italy and Spain.

- France is ranked third in the EU for the number of students in second-stage tertiary education leading to an advanced research qualification. (Eurostat, 2014)
- 18 French establishments in the global rankings of the 70 best Management Master's degree programs, including two in the top three (HEC and ESSEC): France is ranked first in Europe. (Financial Times, Masters in Management, 2014)

France is not only ranked sixth in the world for hourly labor productivity, ahead of Germany and the United Kingdom (The Conference Board, 2014), it also boasts lower gross labor costs (on average per employee) than in Japan, the United States and Germany (KPMG, Competitive Alternatives, 2014). Moreover, the working week in France is comparable to the European average.

Most
BUSINESS STARTUPS IN EUROPE
(Eurostat, 2014)

31
FRENCH COMPANIES AMONG THE WORLD'S TOP 500
(Fortune Global 500, 2014)

High-speed rail (TGV, Eurostar, Thalys, Lyria) connects France to Germany (Frankfurt, Stuttgart, Munich, Cologne), **Spain** (Madrid, Barcelona), **Italy** (Turin, Milan), **Switzerland** (Geneva, Lausanne, Basel), **Belgium** (Brussels, Liège), **the Netherlands,** (Amsterdam, Rotterdam) **and Luxembourg.**

EFFECTIVE AND CUSTOMIZED SUPPORT FOR THE SUCCESS OF YOUR INVESTMENT

France's research tax credit is the best in Europe, covering 30% of all R&D costs up to €100 million, and 5% above. Since 2013, eligibility has been extended to innovation expenditure by SMEs.

- Foreign companies in France made 72 new R&D investments in 2014. (Business France, 2014 Annual Report: Foreign Investment in France)

Tax relief: the competitiveness and employment tax credit (CICE) is boosting the competitiveness of businesses through a corporate tax saving equivalent to 6% of gross payroll costs, excluding salaries higher than 2.5 times the statutory national minimum wage.

The Responsibility and Solidarity Pact will simplify paperwork and reduce labor costs.

- €30 billion reduction in labor costs by 2016.
- Corporate tax rate to be lowered starting in 2017 down to 28% by 2020.

Administrative procedures for businesses are being simplified thanks to a digital-first strategy:

- France is ranked first in Europe and fourth in the world for e-government. (E-Government survey, UN, 2014)
- France is among the simplest countries in the G20 in which to found a company: only five administrative procedures and seven days are required, compared with a G20 average of 7.6 procedures and 22 days. (EY, European Attractiveness Survey, 2014)

EU, EEA and Swiss nationals are free to travel and work in France without a visa, residence permit or work permit.

€30 billion
REDUCTION IN LABOR COSTS BY 2016

€20 billion/year
TAX SAVINGS FOR BUSINESSES

€42 billion
BPIFRANCE LOCAL BUSINESS LENDING SERVICE

€47 billion
"NATIONAL INVESTMENT PROGRAM" FOR STRATEGIC SECTORS