UNITED STATES

FLOW

238
projects
(Business France)

7,886
jobs
(Business France)

STOCK

4,500
companies in France
(Orbis)

420,000
employees
(Orbis)

€47 billion
/7th place
FDI stock in France[1]
(Banque de France)

€42.1 billion
/2nd place
French exports
(French Customs Authorities)

575
companies in the Forbes 2000

The United States was the leading source of job-creating foreign investment in France in 2019, with 238 projects.

AMERICAN COMPANIES IN FRANCE

There are around an estimated 4,500 American companies operating in France, where they employ nearly 420,000 people.

A total of 238 investments were recorded from the United States in France in 2019, creating or maintaining 7,886 jobs. The United States remained the leading investor and provider of employment in France, with 16% of projects and 20% of jobs.

Investments by American firms were made primarily in decision-making centers (29% of projects; 16% of jobs) and production/manufacturing (27% of projects; 28% of jobs). Among decision-making centers, a little over one in five projects corresponded to American firms newly setting themselves up in France.

A large number of American companies invested in logistics operations, accounting for 17% of all projects and nearly half (46%) of all jobs in this area in France. Of note too was that the United States was the leading country investing in R&D projects in France, where it was the leading source of employment.

The software and IT services sector captured the largest share of American investment in France, with more than one-quarter of projects, while 60% of all jobs created by foreign investment in the financial services, banking and insurance sector were by American firms.

Ile de France (Paris region) attracted 41% of all investments from the United States, followed by Hauts de France (11%), Occitanie (9%), Auvergne-Rhône-Alpes (8%) and Grand Est (7%).

AMERICAN INVESTMENTS IN EUROPE

In 2019, France was the second leading destination of job-creating investment from the United States, attracting 16% of American projects in Europe, preceded by the United Kingdom (22%) but ahead of Germany (14%).[2]

SELECTED INVESTMENT PROJECTS IN 2019

Netflix: The global leader in on-demand video services, Netflix has confirmed its desire to increase its presence in France with the opening of a sales office in Paris. The new office will accommodate 30 employees who will take care of the growing market in France, which now has more than seven million subscribers. The company also wants to continue investing in France by producing more content for its future series intended for the local market.

TOP 5 AMERICAN COMPANIES BY EMPLOYMENT IN FRANCE

Parent company	Main business sector	Workforce in France
WALT DISNEY CO.	Other services	16,000
UNITED TECHNOLOGIES CORPORATION	Aerospace, naval and railway equipment Machinery and mechanical equipment	14,000+
XPO LOGISTICS, INC.	Transport, storage	13,000
GENERAL ELECTRIC COMPANY	Industrial and services conglomerate	12,000
MCDONALD'S CORPORATION	Hospitality, tourism and restaurants	10,000-15,000

[1] *FDI stock in France (immediate investor) as of December 31, 2018.*
FDI stock by ultimate investor as of December 31, 2017 was €118 billion.
[2] *Business France Europe Observatory.*

QC Ware: QC Ware is a California-based startup specializing in quantum computing solutions. The company chose France as the location of its first European research center thanks to its ambitious research program on quantum computing. This first establishment outside the American domestic market offers it the opportunity to recruit French researchers to develop partnerships with the best French research institutes (such as INRIA) while prospecting CAC 40 groups. The company plans to employ around 20 researchers by 2021 in Ile de France (Paris region) and to continue developing partnerships with the public sector, as well as the business world.

AGCO Corporation: AGCO, one of the world's leaders in the design, manufacture and distribution of agricultural machinery and solutions, has expanded its Beauvais site (Hauts de France region). AGCO has taken over the former Nestlé production site, which closed in early 2019 and is nearby AGCO's Beauvais location. The company plans to invest €40 million over the 2019-2021 period to develop new infrastructure at the forefront of Industry 4.0. This project will involve the creation of 200 new jobs.

BREAKDOWN OF PROJECTS BY BUSINESS ACTIVITY

Business activity	NUMBER		NATIONAL SHARE (%)		TOTAL SHARE*(%)	
	Projects	Jobs	Projects	Jobs	Projects	Jobs
Decision-making centers	68	1,238	29%	16%	19%	24%
First-time investments	*50*	*823*	*21%*	*10%*	*20%*	*26%*
French headquarters	*11*	*267*	*5%*	*3%*	*14%*	*17%*
Global / European headquarters	*7*	*148*	*3%*	*2%*	*19%*	*34%*
Logistics	12	1,540	5%	20%	17%	46%
Retail outlets	6	67	3%	1%	3%	2%
Production/Manufacturing	64	2,223	27%	28%	17%	16%
R&D, engineering, design	42	1,473	18%	19%	27%	39%
R&D	*32*	*1,317*	*13%*	*17%*	*33%*	*52%*
Business services	32	1,096	13%	14%	17%	18%
Consumer services	14	249	6%	3%	13%	8%
Total	**238**	**7,886**	**100%**	**100%**	**16%**	**20%**

** Share of American investments in the total number of investments in each business activity.*
Key: In 2019, 27% of American investments in France were in production/manufacturing; 17% of foreign investments in this area were made by American companies.

BREAKDOWN OF PROJECTS BY BUSINESS SECTOR

Business sector	NUMBER		NATIONAL SHARE (%)		TOTAL SHARE* (%)	
	Projects	Jobs	Projects	Jobs	Projects	Jobs
Software and IT services	62	1,722	26%	22%	33%	35%
Consulting, engineering and business services	23	506	10%	6%	20%	12%
Machinery and mechanical equipment	19	683	8%	9%	20%	38%
Transport, storage	16	566	7%	7%	18%	26%
Chemicals, plastics	14	519	6%	7%	23%	37%
Financial services, banking and insurance	11	765	5%	10%	26%	60%
Electrical/electronic/IT equipment	11	249	5%	3%	22%	24%
Automotive industry	10	311	4%	4%	19%	12%
Agri-food, agriculture and fishing	8	158	3%	2%	11%	14%
Textiles, industrial textiles, clothing and accessories	8	60	3%	1%	11%	3%
Wholesale and retail	6	1,068	3%	14%	4%	24%
Glass, ceramics, minerals, wood, paper	6	148	3%	2%	18%	18%
Hospitality, tourism and restaurants	5	302	2%	4%	11%	19%
Aerospace, naval and railway equipment	5	191	2%	2%	16%	6%
Media, publishing	5	80	2%	1%	50%	61%
Medical/surgical equipment, diagnostics and devices	4	104	2%	1%	9%	14%
Electronic components	4	45	2%	1%	21%	17%
Consumer electronics	3	90	1%	1%	23%	39%
Pharmaceuticals and biotechnologies	3	28	1%	0.4%	11%	6%
Education and training	3	16	1%	0.2%	33%	28%
Metals, metalworking	2	132	1%	1.7%	7%	9%
Perfumes, cosmetics	2	55	1%	0.7%	11%	19%
Energy, recycling, other concessions	2	21	1%	0.3%	4%	2%
Telecoms, internet service providers	2	15	1%	0.2%	33%	13%
Construction, building materials	2	11	1%	0.1%	5%	1%
Furnishings, household goods	1	29	0.4%	0.4%	4%	5%
Other services	1	12	0.4%	0.2%	5%	7%
Total	**238**	**7,886**	**100%**	**100%**	**16%**	**20%**

** Share of American investments in the total number of investments in each business sector.*
Key: In 2019, 26% of American investments in France were in the software/IT services sector; 33% of foreign investments in this sector were made by American companies.