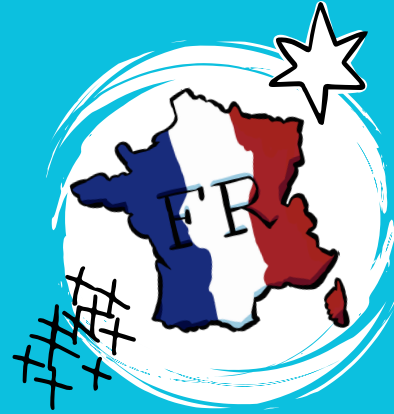


9 RENOWNED QUALITY OF LIFE

France is the world's leading destination for foreign tourists, ahead of the United States and China (BBC, 2025), and is ranked third in the world for having healthcare infrastructure that matches the needs of society. (EU Clinical Trials Register, 2025)

France is ranked ten in the world for life expectancy at birth (82.9 years in 2023) (FRED, 2023) and boasts a wide array of cultural and creative excellence: the Louvre is by far the most visited museum in the world.



WHY INVEST IN FRANCE ?

*A COUNTRY AT THE HEART
OF THE EU SINGLE
MARKET AND A GATEWAY
TO THE EMEA*

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1 A GLOBAL ECONOMIC POWER

France is the second-largest economy in the European Union in 2024 (IMF, 2025). It is also the fourth-largest European exporter of goods in 2024 (WTO, 2024).

Twenty-four French companies are among the world's leading 500 (Fortune Global 500, 2014)

2 A COUNTRY OPEN TO INWARD INVESTMENT

France is Europe's leading recipient of foreign investment in industry. (EY, 2025) It is also the world's seven largest recipient of cumulative FDI stock, and the first largest in Europe. (UNCTAD, 2024)

3 ONE OF EUROPE'S LARGEST MARKETS

France is one of the largest markets in Europe, with more than 68 million inhabitants (Eurostat, 2024). It also has one of the highest fertility rates in Europe (Eurostat, 2024).

4 EXCELLENT CONNECTIONS THROUGHOUT EUROPE AND WORLDWIDE

France has the largest road network in Europe (ERF, 2024) and is also recognized for its airports: Paris–Charles de Gaulle Airport is among the leading European airports in terms of passenger traffic and freight (Eurostat, 2024).

It also has the second-largest high-speed rail network in Europe (SNCF, 2024), while in 2024 the Port of Le Havre ranked five and the Port of Marseille nine among European ports in terms of tonnage (Port of Marseille, 2025).

5 COMPETITIVE LABOR COSTS

Average costs per employee (wages, salaries and statutory costs) are lower in France than in Germany, the United Kingdom and or Netherlands.

6 A HIGHLY QUALIFIED, HIGHLY PRODUCTIVE WORKFORCE

France invests more in its education system (over 5.33% of GDP in 2022) than many other European countries, such as Germany, Italy and Spain. (Eurostat, 2025)

France is ranked eight in the world for hourly labor productivity, ahead of Netherlands (9th) and the United Kingdom (12th). (OECD, 2025)



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7 TAX MEASURES TO FOSTER COMPETITIVENESS

The CICE no longer exists; it has been replaced by permanent reductions in employer social contributions. In 2024, the hourly labor cost in France is €43.70 (Eurostat, 2025), an increase lower than the European average (+13% in France between 2020 and 2024, compared with +18% in the EU (INSEE, 2025)).

France's research tax credit amounts to 30% of annual R&D expenses up to €100 million, and 5% beyond that threshold. (MEFSI, 2025)

8 A COUNTRY PRIORITIZING R&D AND INNOVATION

France ranks sixth in the world for the number of international patent applications filed via the PCT procedure, with 7,911 filings in 2024 (WIPO, 2025).

France is the leading European country for attracting foreign R&D investments since 2019 (EY survey, 2025) and ranks second in the European Union for R&D spending (OECD, 2025). It also has 479 research institutions, the fourth-highest number in the world, with the CNRS ranked as the third-best research institution globally (SCImago, 2025).

The "France 2030" investment plan allocates €54 billion to supporting strategic priority sectors, including disruptive technologies, innovation, research, and industrial development (SPGI, ESNA, EIS, MESRI, 2025).