

THE INVEST IN FRANCE AGENCY



investinfrance.org



Thinking of investing
in France?
Wondering about the opportunities
and the business environment?

That's where the Invest in France Agency comes in.

The IFA can be your French partner from the very start of your investment project: advisors throughout our international network of 24 offices are ready to visit you and offer their assistance.

In 2011, we, along with our regional partners in France, supported 346 foreign investors among the 698 who decided to invest in our country.

What can the Invest in France Agency do for you? Our job is to make yours much easier.

Our legal experts are here to help prepare a smooth landing for your project in France, offering information on visas, tax questions, R&D incentives, staffing and legal issues.

We can identify the appropriate location and support for your investment, to get you and your business settled in quickly.

Acting as a spokesperson for international investors, we can speed up procedures and explore with you the best possible options for your project.

We can introduce you to key contacts, national and local authorities, government representatives and elected officials.

Thanks to our experience – through around 7,000 contacts a year with foreign companies – we provide established investors with advice and continuous support when they look to expand their business in France.

You can be sure of a warm welcome in France, a country that already plays host to over 20,000 foreign companies.

David Appia,
*France's Ambassador for
International Investment,
Chairman and CEO of the
Invest in France Agency*



• The Invest in France Agency

Formed in 2001, the IFA is a governmental body reporting to the French Ministers for the Economy and Regional Development.

•• Our missions

- To provide information and support to foreign investors in France.
- To promote France's business image and attractiveness abroad.
- To propose measures to government to improve France's attractiveness.
- To analyze FDI flows.

••• Our values

- Professionalism
- Effectiveness
- Confidentiality

•••• Key figures

160 experienced IFA personnel of **17** different nationalities ready to fulfill your expectations.

27 IFA offices and correspondents throughout the world.

22 regional economic development agency partners in France.
More than **500** visits from foreign business delegations organized in France each year.

More than **3,000** regional offers submitted to foreign companies each year.

7,400 one-to-one meetings with business leaders each year.

698 decisions to invest in France in **2011**, half of which were made with assistance from the IFA.

More than **150** business seminars organized by IFA personnel throughout the world each year.

OUR PRIORITY: to simplify and accelerate project delivery

Project essentials

- **PREPARING THE GROUND FOR YOUR INVESTMENT**

Identifying relevant tax and legal issues

Our legal experts can identify all of the important tax and legal issues specific to your investment project.

Project-related funding and incentives consulting

Based on your business plan, we can help you find the right support for your project.

Our financial experts can analyze your investment plans to identify the most appropriate funding and financing options – including state aid.

- **IDENTIFYING THE BEST MARKET OPPORTUNITIES**

Business opportunity analysis

We provide comprehensive access to in-depth information on France's growing markets, innovation clusters and sectors of the future. Drawing on our industry expertise and extensive knowledge of local markets, we can identify the most suitable investment opportunities for your company.

Market entry strategy support

We can help your team to develop an appropriate investment strategy for the French market – matching the specific needs of your business project.

Ongoing investment support

- **MAKING YOUR INVESTMENT A LONG-TERM SUCCESS**

Organizing meetings with legal advisors and financial partners

To make sure you receive the best legal support during the set-up phase of your project, we can draw on the support of French businesses belonging to the IFA Partners Network, including banks, financial institutions, accounting and audit firms that are able to provide specialist services.

Administrative affairs support

We can guide you through all the relevant administrative procedures as you set up your business. Our experts can provide the assistance you need to speed up procedures.

Clubs for business leaders

The IFA organizes get-togethers for business leaders in a number of countries outside France and has initiated a variety of programs, including opportunities to learn about French life and culture.



Business site selection

• HELPING YOU SELECT THE BEST INVESTMENT LOCATION

Site pre-selection

Operating and logistics costs, taxes, a local qualified workforce, labor regulations, infrastructure development, proximity to clusters, customers and suppliers... In co-operation with our partners, France's regional economic development agencies, we can identify the most suitable potential sites for your future business in France.

We can prepare a shortlist of sites and arrange visits with local partners to allow you to make an informed decision that best suits your business strategy.

Organizing site visits

We regularly organize on-site visits and fact-finding missions. We can put you in touch with local authorities and site managers who will discuss all the fine details of possible site configurations with you. The IFA can also put you in touch with the innovation clusters that are most relevant to your business.

• YOUR INTRODUCTION TO LOCAL BUSINESS NETWORKS

The IFA can introduce you to local authorities, government representatives and elected officials

We can make you an appointment with the leading figures in French regions and départements. Our experts provide the assistance you need to speed up procedures and help you get in touch with the relevant government departments.

Identifying and contacting potential partners

The IFA facilitates the integration of foreign businesses into the fabric of local economies, notably by putting them in touch with potential partners, subcontractors and suppliers.

AT ANY TIME YOU HAVE ACCESS TO:

- Objective and detailed economic analysis

From macro-economic analysis and benchmarks to observatories and map resources, we can provide you with the tools to ensure that you make the best choice.

The IFA's Competitive Environment Analysis Unit works in close collaboration with various French government departments, as well as the Economic Analysis Center, the Strategic Analysis Center, and the National Institute for Statistics and Economic Studies (INSEE).

- A network of commercial experts providing support and expertise

The IFA Partners Network comprises 22 partners keen to assist foreign investors set up business in France. They operate in a wide range of sectors and complement the expertise within the IFA.

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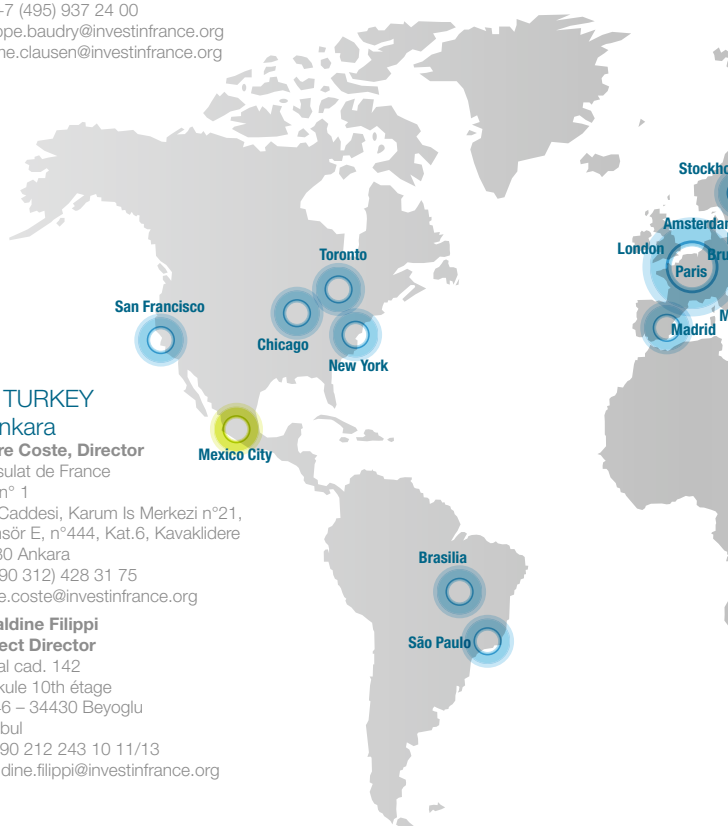
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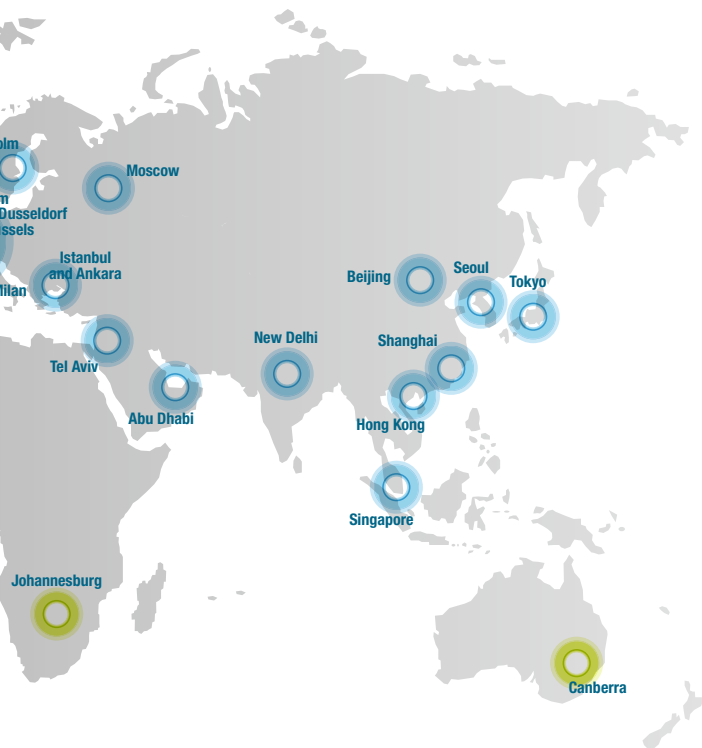
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THEY CHOSE FRANCE

“FRANCE IS ONE OF THE MOST IMPORTANT CENTERS OF CULTURE, BUSINESS AND TECHNOLOGY IN THE WORLD.

[...] Internet connection speeds are among the three fastest in the world [...] We think that the French people are very sophisticated in their use of the internet and technology – they love information. Today almost one in five French people surf the web on their mobile phones. The growth of new technologies in France is among the strongest in Europe.”

Eric Schmidt, CEO, Google

“FRANCE IS ATTRACTIVE FROM A TAX BENEFIT PERSPECTIVE.

The French authorities have realized that health and businesses like drug discovery are fundamental. It is a key strategic domain in which you want to have R&D in France. In that sense the government has been helpful by providing incentives to companies setting up research or continuing to do research in France.”

Laurent Hennequin, AstraZeneca

“WE HAVE BEEN VERY PLEASANTLY SURPRISED BY INVESTING IN FRANCE.

We decided that we were going to invest in France and set up shop here, and we found to our great satisfaction that once we came here it was so easy to do business. Since then, we have merged with a company in France and we intend to grow more; we are very excited about this.”

Priya Iyer, Anaquan Inc.

“WE CHOSE FRANCE FOR ITS CREATIVITY.

It's everywhere. Every single person at our French subsidiary is well-qualified and open-minded. Together they lead to outstanding new products. In the chemical industry, strong creative partnerships keep companies competitive, and here we've found a team with as much "go" as our own in China. I can honestly say that France is the crème de la crème in R&D!”

Robert Lu, President of China National BlueStar Group

PROJECTS THAT THE IFA HAS SUPPORTED RECENTLY INCLUDE:

Accenture Ltd, Aldi, Arvato-Bertelsmann, Amazon.com, AstraZeneca plc, Atmel, Atos Origin, Bayer Cropscience Deutschland GmbH, Bombardier, Inc., Bristol-Myers Squibb Company, Cephalon, Inc., China National BlueStar (Group) Corporation, Computacenter plc, CSC Computer Science Corporation, Daiichi Sankyo Company, Daimler AG, De Kroes, Dell Inc., Deltronix, Deutsche Telekom AG, DS Automotion GmbH, E Concern, Electronic Data Systems Corp (EDS), Famar Sa, Fedex Corporation, Festo AG & Co. KG, FMR Corporation (Fidelity Investments), Genzyme Corporation, GlaxoSmithKline, Google Inc., Haier Group, Holding Liebherr, Huawei Technologies Co. Ltd., Ikanos Communications, Infosys Technologies Limited, Jet Aviation, Johnson & Johnson, Kesa Electricals plc, Kingfisher, KPMG International, LG Electronics, LogicaCMG plc, NCH Corporation, Novartis AG, Pfizer Inc., Photowatt International, Planet Biogastechnik GmbH, PricewaterhouseCoopers, Riello Group S.P.A., Shiseido, Siemens Tata Consultancy Services Ltd., Tempo Group, Swedspan AB, Volvo AB, Vueling, Ziegler SA.



“ JUST BEING IN FRANCE ENCOURAGES US TO INNOVATE.

For Natura, innovation is one of our pillars for achieving sustainable development, and France offers us everything we need to achieve this. The French are passionate about protecting the environment, with a sophisticated market and are serious about not only cosmetics but corporate behavior too.”

Alexandro Giuseppe Carlucci, CEO, Natura

“ THE REASON FOR SELECTING FRANCE FOR R&D IS THE FRIENDLINESS OF THE GOVERNMENT AGENCIES AND THE COMMUNITY IN WELCOMING US, AND OBVIOUSLY THE TAX CREDITS FOR AN R&D INVESTMENT.

There are multiple reasons why we have invested in France. Right now, we do have a lot of expertise in biscuit technology in France and it was important to have those people stay with us. There is also the role of the R&D center we are building where we will be developing biscuit products for all of Europe.”

Chuck Davis, R&D Vice President, Kraft Foods Europe

“ INNOVATION IS A PRIORITY IN FRANCE.

Its wide-open market provides us with talented engineers and a large scope of expertise. We offer all end-to-end telecom solutions to leading operators in the world and within our strong R&D activity, France was the obvious place to settle. The development of our R&D center in France as the top strategic country in Europe will enable us to target a leading position worldwide. New financial policies such as research tax credits contributed to our high motivation for choosing France. And my best surprise is that French food is even better than I thought!”

Leo Sun, CEO France, Huawei

“ IF YOU WANT TO SUCCEED IN THE EUROPEAN UNION, YOU HAVE TO FOCUS ON FRANCE.

It's a pivot in Europe and has tremendous influence in Africa and parts of Asia too. It's also one of the biggest markets in the world for IT. French companies have a global vision. They're looking for partners who can help them not only in France, but right across the planet. For us, that's a major opportunity.”

Narayana Murthy, Chairman, Infosys

“ FRANCE IS AT THE HEART OF EUROPE.

France appeared like an attractive investment location in Europe, thanks to its quality of life, the excellent infrastructure and the highly qualified workforce. There's no doubt that France is business-friendly, in addition to having the skills in pharmaceutical manufacturing that are essential for the job we do.

Lars Rebien Sorensen, President and CEO Novo Nordisk A/S

FURTHER information...

Our key publications:



- **FRANCE WELCOMES TALENT AND INVESTMENT**

Facts and figures about France, reforms, innovation...



- **DOING BUSINESS IN FRANCE**

This guide, written by IFA experts in association with recognized specialists (law firms, auditors, accountants and human resources consultants) is intended to be a working reference guide. It is designed especially for foreign company executives who would like to invest in France.



- **FRANCE ATTRACTIVENESS SCOREBOARD**

The France Attractiveness Scoreboard draws together economic data relating to the internationalization of France's economy, the presence of strategic activities and foreign expertise, along with the main criteria used to determine where job-creating foreign investment projects should be made.

Background documents and a web site available in 12 languages.

- WWW.INVESTINFRA.NCE.ORG
- WWW.LINKEDIN.COM – INVEST IN FRANCE AGENCY



- **ANNUAL REPORT:
JOB-CREATING
FOREIGN
INVESTMENT IN
FRANCE**

In 2011, the IFA and France's regional economic development agencies registered 698 job-creating foreign investment projects, the second best performance recorded in 10 years.



- **FRANCE MEANS
INNOVATION**

Surprising ideas and creations from 40 companies established in France -
Preface by Philippe Starck -
Illustrated by French artists.

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THE INVEST IN FRANCE AGENCY

- The Invest in France Agency (IFA) is the national agency responsible for promoting and facilitating international investment in France. It also coordinates initiatives to promote France's economic attractiveness. The IFA network operates worldwide, with offices in France as well as in North and South America, Europe, the Middle East and Asia. In France, the IFA works in partnership with regional economic development agencies to offer international investors outstanding business opportunities and customized services.

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