

France means Business

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Turku, September 25th 2018



- I. BUSINESS FRANCE & THE NORDIC REGIONAL HUB
- II. 2018 : WHAT'S UP IN FRANCE?
- III. "I GO FOR FRANCE"

BUSINESS FRANCE

the National Agency seeking to internationalize the French economy



EXPORT

- Supporting the **international expansion** of French companies
- Running the **VIE** International Internship Program
- Build presence in international **Trade Events**



INVEST

- Supporting **inward investment**
- Attracting **foreign talents**
- Providing **insight** to the French government on France's attractiveness



IMAGE

- Promoting France's investment attractiveness and **business image**

A global footprint mapping out our diplomacy network

Home

620
employees

65
covering all regions

65
nationalities represented



Abroad

900
employees

Covering a total of

120 or **95%**
countries of global trade

Business France *Invest*

In cooperation with the 13 regional economic development agencies, we work on:

- ✓ **Creation of new operations**
e.g finding suitable real estate (office, production site, warehouse, etc.), information on financial incentives, recruitments.
- ✓ **Extensions of existing operations**
e.g. finding real estate, facilitate contacts as well as negotiating business conditions with local authorities, design fiscal and financial incentives packages.
- ✓ **Acquisitions**
Help companies to find suitable target companies for a possible take-over and provide assistance in the process of the take-over.



a successful year 2017:

1,298

investment decisions

33,489

jobs created/maintained

412

new companies

Business France *in the Nordics*

40

EMPLOYEES

4

OFFICES

4

TRADE TEAMS

1

INVEST HUB
in Stockholm for the region



2017 for Business France Nordic Countries

- ✓ **75** projects with:
 - 56%** of site creations
 - 1427** jobs maintained/created
- ✓ **10** Finnish projects
the double compared to 2016

What's up in France? France is back!



a good start to the year 2018

- ✓ French growth of GDP was announced **1,6% growth of GDP at its highest level since 2011** (Insee)
- ✓ French public deficit has dropped under the **3% threshold for the first time since 2007**
- ✓ **Paris stock exchange was at its highest level since 2007** (Insee)

investment is thriving

- ✓ The **International Private Equity Market** held in Cannes in January attracted more than **1,400 investors from 27 countries**.
- ✓ France in the **top 10 of FDI host economies in 2017** (UNCTAD, January 2018)
- ✓ **Private equity is booming: 16,5 billion€ in 2017** (+12% since 2016, France Invest)

What's up in France?

France is even more attractive

Paris, the new place to be



Paris hosts thriving capital markets:

- ✓ **1st European stock market**
- ✓ **1st European bond market**
- ✓ **1st European insurance market**

Paris is the **2nd European financial hub** after London:

- ✓ **hosting 29 of the top 500 corporate HQs,**
- ✓ **and almost all CAC40 listed enterprises.**

Paris is the new centre for European regulation

- ✓ Paris has been hosting the **ESMA since 2011**
- ✓ After the Brexit, the **EBA leaves London to settle in Paris**





What's up in France? La French Tech



La FRENCH TECH

9,500

STARTUPS

170

FINTECH COMPANIES

24

HEALTH TECH ECOSYSTEMS

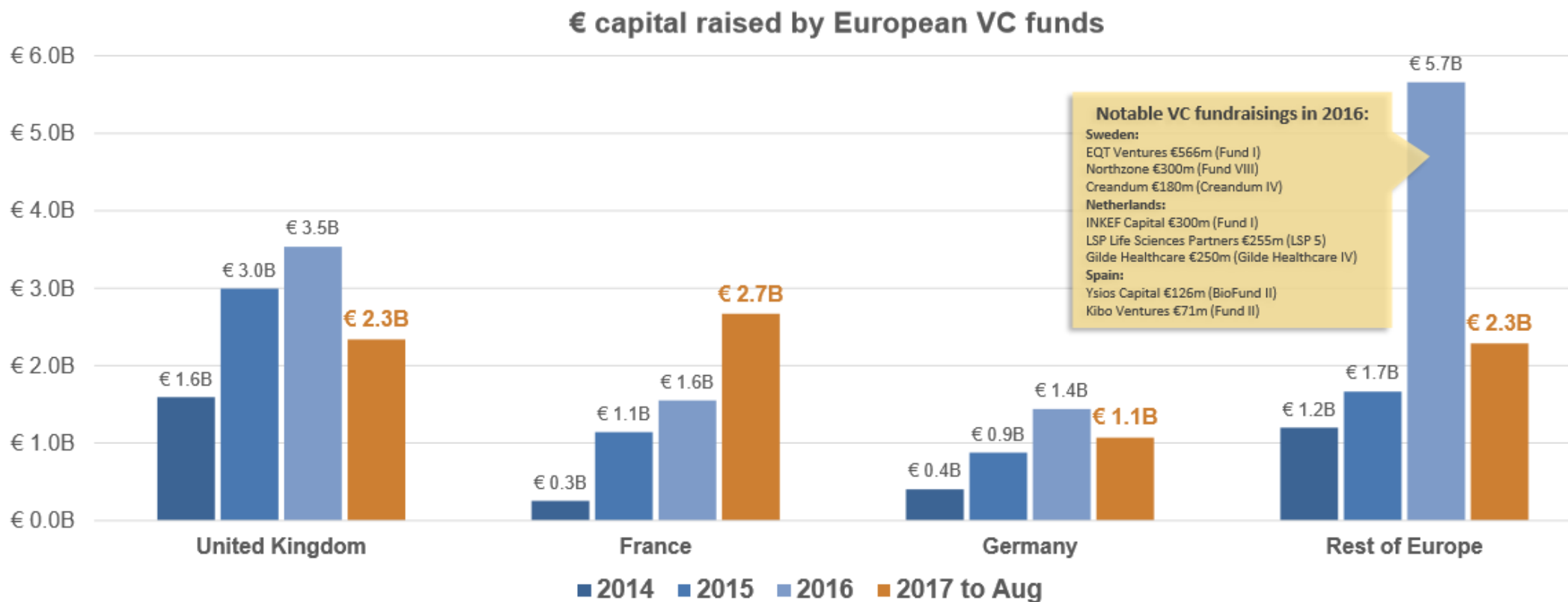
- #1
 - European country for the number of **AI patents** filed between 2011 and 2016
 - European country for the number of **high-growth companies in the technology sector**
 - First country in Europe for **Venture Capital fundraising**
 - **STATION F** is the **world's largest startup campus**

- #2
 - France ranks second in Europe for **deep-tech funding** in 2017

What's up in France?

France leads in VC fundraising

In 2017, for the first time ever, France leads with €2.7 billion funds raised, vs. €2.3 billion in the UK





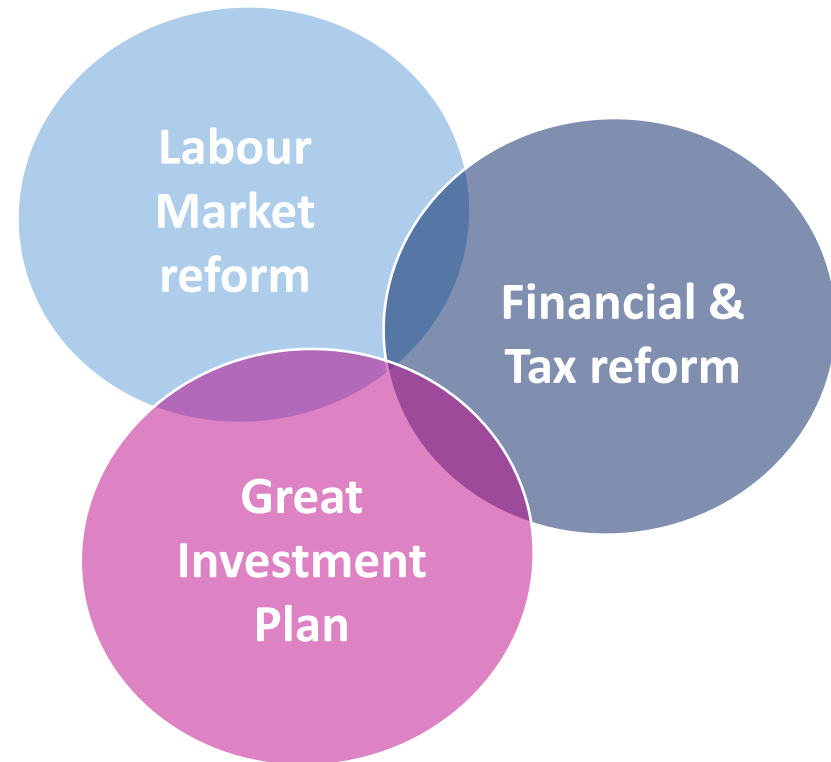
What's up in France?

France is moving ahead

*In 2017, the new government initiated a serie of reforms to **modernize French ecosystem, boost its industry, and promote research and innovation.***

4 strategic goals:

- ✓ Improving labour market flexibility
- ✓ Reforming tax system
- ✓ Simplifying business environment
- ✓ Promoting research and innovation



What's up in France?

Act I : *Social* transformation

✓ Improving social dialogue within the company:

- A new Social and Economic Council, promoting inclusive negotiations, based on *simplified majority agreements*
- Rules adapted to SMEs, with *sector-specific agreement*
- *Tailor-made contracts* for specific needs (fixed-term contracts, project-based contracts)

✓ Reducing social conflict:

- *More transparent procedures* for work incapacity and harmonization of deadlines for termination of contract (1 year)
- *Appeasement of dismissal procedures*, with financially-beneficial solutions

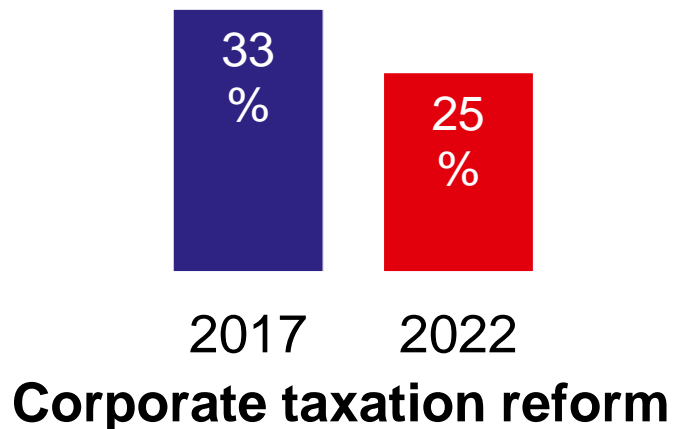
✓ Simplifying the labour code:

- *More accessibility*, thanks to a digital labour code and standard form
- *More flexibility*, with the right to work from home
- *More security*, with simplified prevention account for occupational risks



What's up in France?

Act II : *Economic transformation*



no more payroll tax,
3% tax cut on inter-company
dividend

single tax rate
30%
on capital income
from 2018

Flat tax reform

Replacing CICE with
lower employers' contribution

Social security costs

Reduction of taxes
on acquisition
gains

from a
wealth tax to a
real-estate tax

ISF abolition



What's up in France?

Act III : Supporting entrepreneurship

The Business Growth and Transformation Action Plan (PACTE)

✓ *Companies freed from complex rules*

Making it easier to start a business and reducing the number of workforce thresholds

- Setting a 5-year compliance period and a single workforce calculation method
- Removing the mandatory employers' contribution in profit-sharing schemes

✓ *Better-financed & Prone to innovation*

Facilitating financing and fostering growth

- Encouraging diversified financing (IPOs, private equity, crowdfunding and ICOs) & Increasing private savings channeled towards companies' equity to finance innovation

✓ *Enabled to perform a social role*

Allowing companies to pursue a project responding to collective interest, without contravening its corporate purpose

- Amending the Civil and Commercial Codes for companies to give greater consideration to social and environmental issues as part of their strategy and activity

What's up in France?

Act IV : Planning for tomorrow

The Big Investment Plan 2018-2022: 57 billion euros to prepare the future

Priorities for the future

- ✓ Competencies and employment
- ✓ Innovative entrepreneurship
- ✓ Digitalisation of health sector
- ✓ Housing renovation
- ✓ Green mobility
- ✓ Green finance

€20B

Accelerating ecological transition



Creating the Digital State

€15B

Building a skilled society

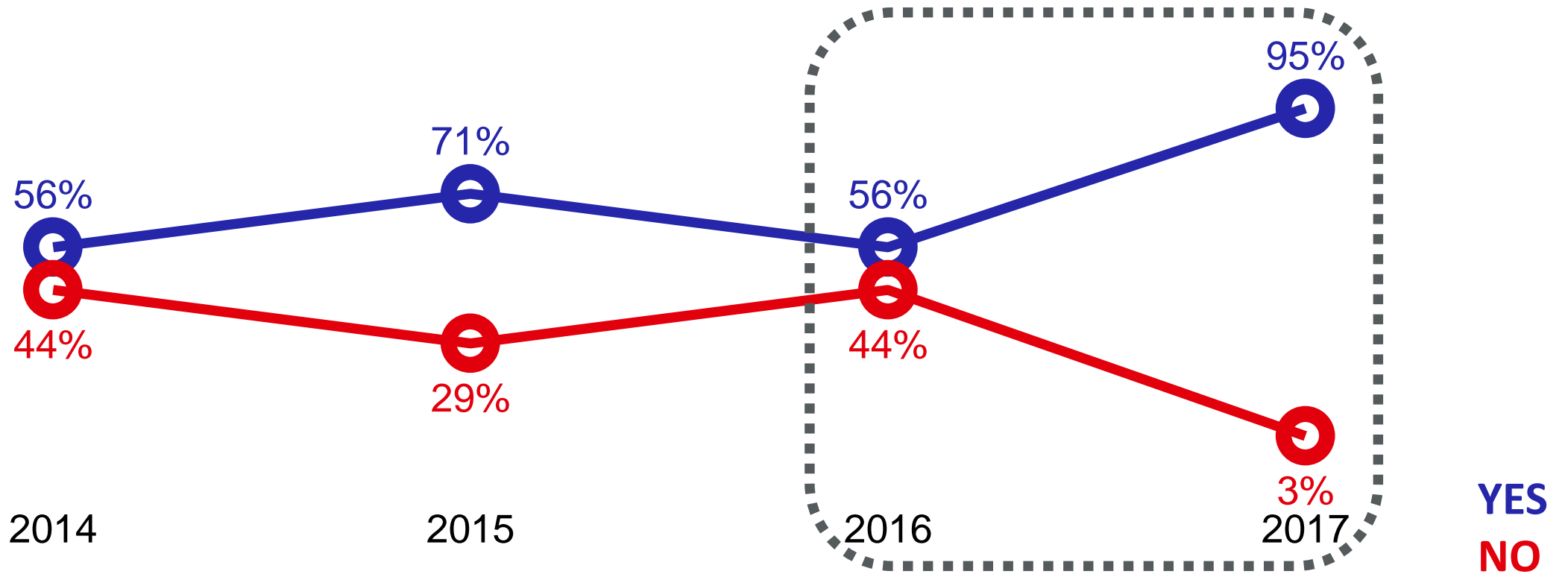


Competitiveness through innovation



“I go for France” Business executives approve of the reforms

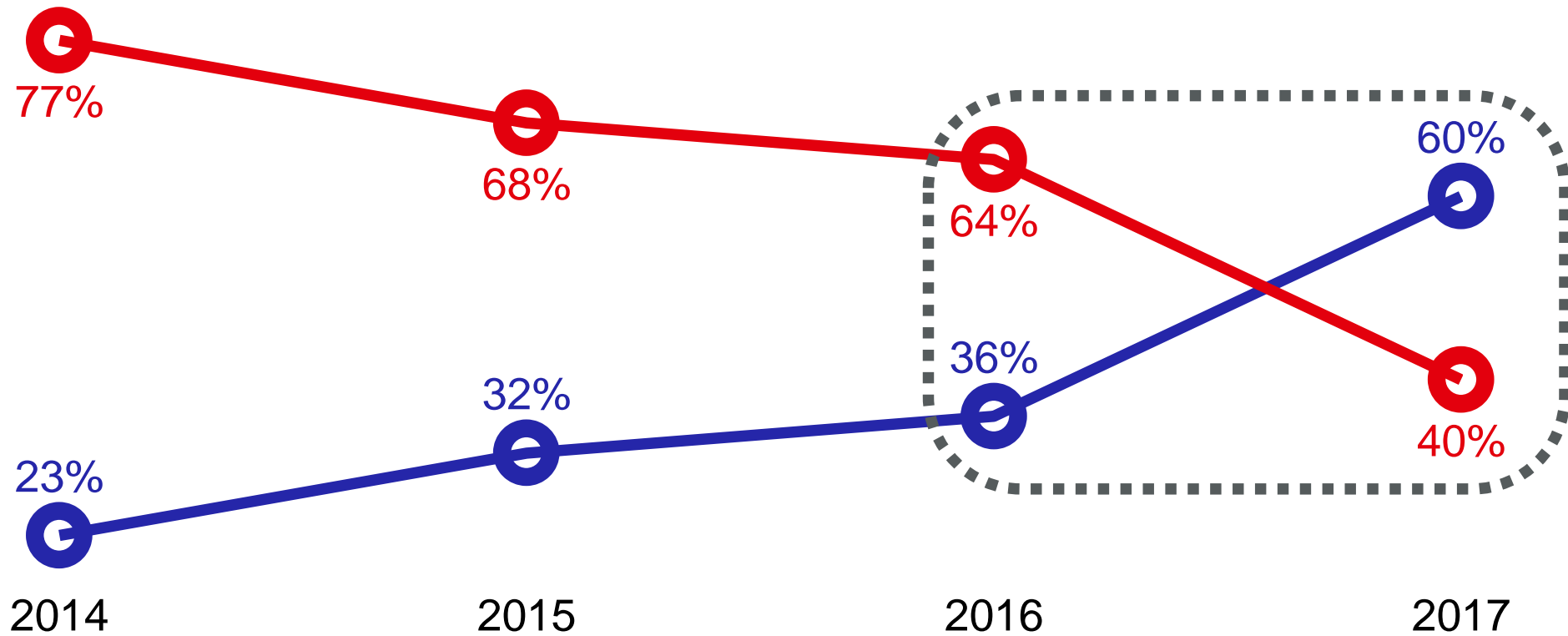
« Do you think the reforms to improve France’s attractiveness are headed towards the right direction? »





“I go for France” They now find France attractive

« Do you think of France as a business-friendly country? »

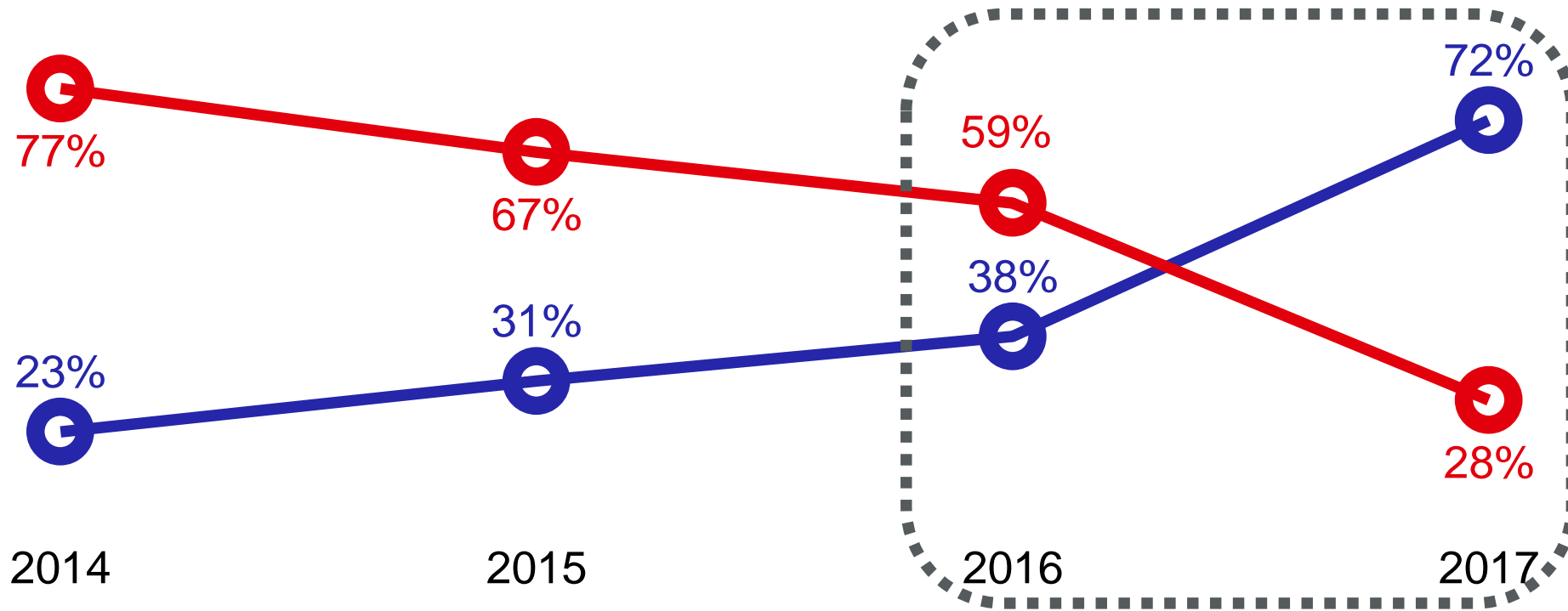


YES
NO



“I go for France” More are willing to invest

« Do you think your global HQ will further invest in France within the next few years? »



YES
NO

The Nordics chose France



* numbers of employees in France 19



The Finnish chose France



250



250



WÄRTSILÄ

426



210

KONECRANES®

750



3 000



AHLSTROM
MUNKSJÖ

1 671

ENSTO

300

Huhtamaki

210



400

NOKIA

5 300

outokumpu



260

The Biofore Company



505

Halton

170



1 200

* numbers of employees in France



Thank you for your attention!



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