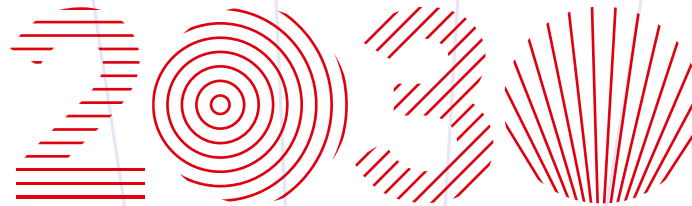


**The France of tomorrow  
starts today**

# FRANCE



France 2030 is the answer to the **great challenges of our time**, particularly the **ecological transition and digital transition**, through a massive investment plan to identify **future technological champions** and to support the transitions of our sectors of excellence.

"[...] the constraints of innovation in which we are living at the moment are changing into a form of acceleration, time compression and accumulation of means, which could be turned to at any time, if we consider that this innovation is an innovation that can change everything."

**President Emmanuel Macron, October 12, 2021**  
Speech presenting "France 2030" plan



A pro-business agenda making France more resilient  
and attractive for investors

# France's structural key strengths

## WORLD-CLASS INFRASTRUCTURES



**x3**

number of premises with access to FttH offer between 2017 and june 2021 (from 9 million to 27 million)

(Arcep, 2021)



Some of the most competitive electricity rates in Europe

€0.1026 inc. VAT/kWh\*, lower than in Germany, Italy and Spain in the first half-year of 2021

\* for consumption of 2,000 MWh to 20,000 MWh (Eurostat, 2021)

## A LEADING ECONOMY



**2<sup>nd</sup>**

largest market in Europe, with direct access to 500 million consumers

(Eurostat, 2020)

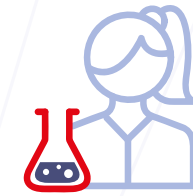


**#1**

Euro zone stock exchange: Euronext

(World Federation of Exchanges, 2020)

## A LARGE QUALIFIED WORKFORCE



**1.7 million**

engineers and scientists with a degree from a French institution

(Engineers and Scientists of France Federation (IESF), 2019)



**49%**

of 25- to 34-year-olds in France hold a higher education diploma

(versus 33% in Germany and 28% in Italy)

(Eurostat, 2021)

# A strong agenda of pro-business reforms

## SOLID FUNDAMENTALS STIMULATING COMPETITIVENESS AND INNOVATION

### REDUCING CORPORATE TAXATION

**Reducing corporate taxation (*impôt sur les sociétés – IS*) drastically from 33% to 25% by 2022**

Flat tax (*Prélèvement forfaitaire unique – PFU*) of 30% on capital revenues

#### Competitive taxation of R&D

- \ Rate of corporate taxation (IS) at 10% for revenues from intellectual property
- \ Research tax credit (*crédit d'impôt recherche – CIR*) equivalent to 30% of R&D expenditure

### TRANSFORMING THE FRENCH SOCIAL MODEL

#### Greater flexibility and predictability

- \ Simplification of dismissals for economic reasons
- \ Facilitation of social dialogue

#### Lower social security contributions on low salaries

#### Adaptation of skills to the new needs of the economy

- \ Skills investment plan, €15 billion until 2022

### ACCELERATING BUSINESS SETUPS

#### Facilitating industrial setups

- \ Simplification of administrative procedures with the Acceleration and Simplification of Public Action (ASAP) Act
- \ [127 Ready-to-use sites](#)

#### Removing obstacles to growth in businesses, with the PACTE Act (Action Plan for Business Growth and Transformation)

- \ Making the 250 most commonly used administrative procedures paperless by 2022
- \ **“France Connect”**: more than 900 online services

# An unprecedented support during the health crisis

"WHATEVER IT TAKES": AN EMERGENCY ECONOMIC PLAN TO PROTECT THE COMPANIES AND THEIR EMPLOYEES

## PROTECTED BUSINESSES

March 2020 – September 2021

### By supporting their cash flow

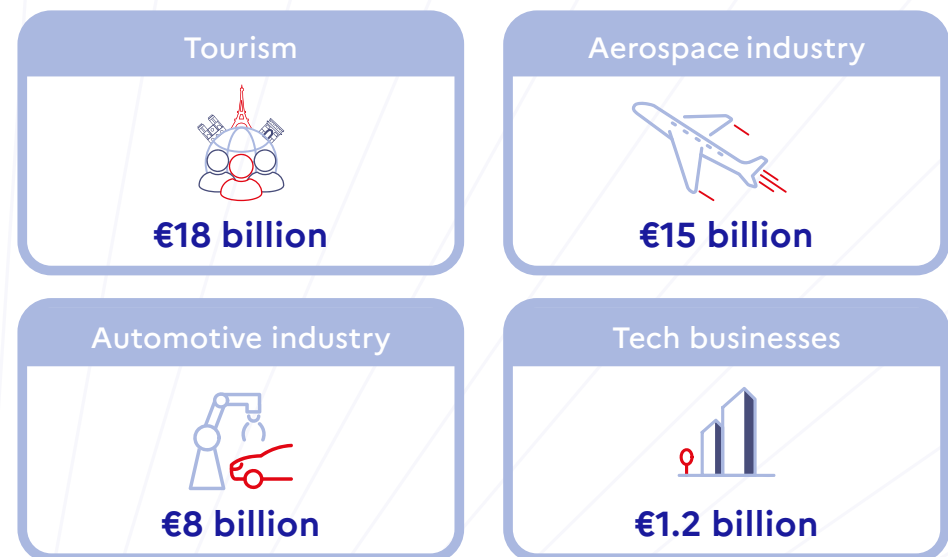
- \ State-guaranteed bank loans (€141 billion, 693,000 recipient businesses)
- \ Solidarity fund (€35 billion, 2 million recipient businesses)
- \ Meeting fixed costs
- \ Postponement of tax and social security contributions
- \ Accelerated reimbursement of VAT and tax credits
- \ Exemption of social security contributions for businesses closed by the administration (€8.4 billion)

### By protecting their salaries

- \ Consolidating short-time working (€32 billion in public funding paid out, more than 25 million beneficiary employees)

## DEDICATED SUPPORT FOR THE HARDEST HIT SECTORS

From March 2020



### Specific support for exiting the crisis

[Action plan for businesses in a precarious state](#) (June 2021)

# A recovery plan for businesses



€100 BILLION TO STRENGTHEN THE COMPANIES AND SUPPORT EMPLOYEMENT

## ECOLOGICAL TRANSITION

### Three fields of priority intervention

- \ Decarbonization of industry: **€970 million** of investments undertaken, **€480 million** in state aid granted
- \ Energy efficiency
- \ Change of manufacturing procedures

**1,262,200 tonnes equivalent of CO<sub>2</sub> saved**

### Fight against artificialization of soil

- \ Brownfield fund: 111 projects already selected aiming to install businesses on brownfield sites rather than greenfield sites

## COMPETITIVENESS

### Support for industrial investments

- \ More than **2,250 projects**, accounting for **€9 billion** of productive investment, supported by **€2 billion** of state aid

### Lasting tax reduction

- \ **€10 billion** reduction in production taxes from January 2021, benefiting 600,000 businesses

### Support for the equity of SMEs and mid-size companies

- \ **200 funds** accredited "Relaunch France" worth a total of **€22 billion**

## COHESION

### Support for youth employment

- \ A total of **2.5 million** youngsters have directly benefited from "Relaunch France" for:



Employment



Insertion to the labor market



Training

- \ **€2 billion** to strengthen vocational training, particularly through digitalization

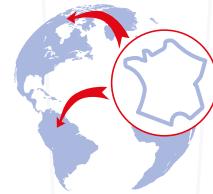
## Strong results with a recovery already achieved

70% OF THE RECOVERY PLAN WILL BE SPENT BY THE END OF 2021



Growth forecasts above the euro zone average

**6.3%** for 2021, versus 5% in the euro zone (IMF)



Exports of goods sharply up

**+18%** with respect to the first half of 2020

**+7%** with respect to the second half of 2020

Exports have recovered, or even surpassed, their 2019 level in numerous sectors (French Customs Authorities)



Rediscovered optimism

**Business profit shares are higher than they were in 2018**, thanks to the support plan and the lowering of production tax (INSEE)

**The default rate of businesses** that needed a state-guaranteed loan since March 2020 is **less than 0.6%** (Banque de France)



"Our pro-business strategy is bearing tangible results: France is now the best place to invest in Europe, and a unique gateway to EU and international markets."

Franck Riester, Minister Delegate for Foreign Trade and Attractiveness



## A robust labor market, generating hope



In the first half of 2021, **total salaried employment grew past its level before the crisis** (INSEE)

**231,000**  
industrial jobs created or supported:  
between September 2020 and August 2021, thanks to the recovery plan



The unemployment rate is due to reach 7.6% by the end of 2021 (INSEE), **the lowest level since 2008**



**Labor costs are under control:**

Between 2017 and 2020, the unit cost of labor increased by less in France (+4.6%) than in Italy (5.5%), Spain (+11%) or in Germany (+11.1%) (Eurostat)



A record of **495,000** apprenticeship contracts signed in the private sector in 2020, a 40% rise since 2019



"This result reflects the effectiveness of the stimulus measures, the solidity of the fundamentals of the French economy, and the mobilization of all: individuals, entrepreneurs, elected officials, parliamentarians."

Bruno Le Maire, Minister of the Economy, Finance and Recovery

# An attractive ecosystem for international talents

## Talent Passeport



Residence permits valid for up to **4 years, renewable**



**Accompanying family members** are eligible to the same resident permit allowing the spouse to work in France

## La French Tech



### French Tech Visa Scheme

Dedicated procedures for Tech Talent (employees, startupers, investors) to obtain the Talent Passport

### Welcome to La French Tech

Dedicated Business France's desk answering global mobility related questions from international tech talent

## High quality social security



### Accessible to all

Continuity of any rights acquired with **74 bilateral treaties and social security agreements**

## Attractive personal tax regime



Specific expatriation scheme for **up to 8 years**, up to 50% of the total remuneration exempted

**126 bilateral tax treaties** to avoid double taxation

## Booming international education



**More than 550 international programs and 18 languages taught**

*Welcome to France*  
HELPING YOU TO SETTLE IN

Business France's website dedicated to Global Mobility for a successful settling in of international talent and their family in France

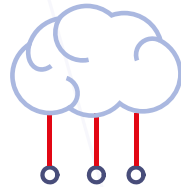
# New employment and investment opportunities in innovative sectors

## DEPLOYMENT OF ATTRACTIVE INDUSTRIAL AND INNOVATION ECOSYSTEMS



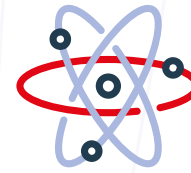
### Artificial intelligence

Creation of a national portal to identify AI training courses, development of new training offers and a tenfold increase in the number of deeptechs within five years



### Biotech and Digital Healthcare

Development of a medical innovation ecosystem to foster research, entrepreneurship and production



### Innovative nuclear reactors

Strong support for disruptive innovation to develop a French offer of small modular reactors by 2035



### “New Space”

Investment in new technologies related to space exploration: production of small satellites and reusable small-sat launchers

# EY attractiveness survey 2021

## France ranked first in Europe for the second year in a row, ahead of the UK and Germany

#1 IN EUROPE FOR INDUSTRIAL AND R&D PROJECTS



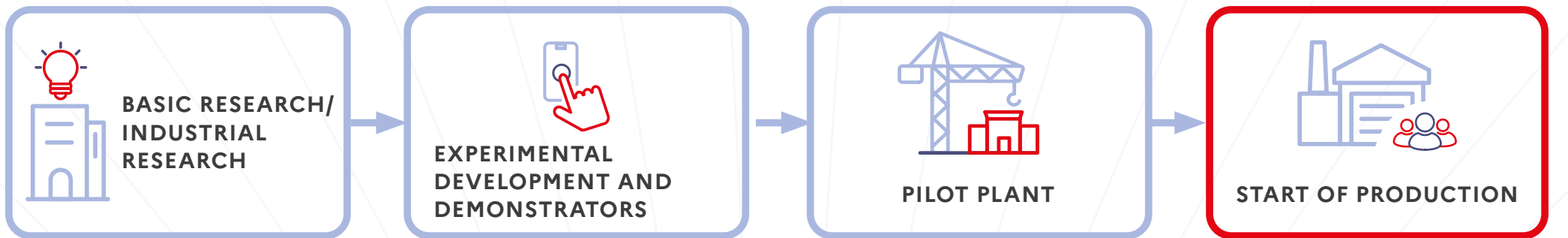
FRANCE



The choice of innovation for industry and technology

## Bringing innovation to life

AN AMBITIOUS CONTINUUM OF PUBLIC SUPPORT TO FAST-TRACK THE EMERGENCE OF BREAKTHROUGH INNOVATIONS AND SUPPORT THEIR INDUSTRIALIZATION



\ Priority research programs and equipment

\ Technology maturation

\ Territorial or technological demonstrators

\ First deployments

\ Training and skills

\ Startups and emerging companies

\ Industrialization / Start of production

# Strong support for sectors, as well as emerging and innovative players

€30 BILLION (€3.5 BILLION AS OF 2022)

**€1 billion**



for the development of innovative nuclear reactors for 2030



**€2.3 billion**  
for carbon-free hydrogen and cutting-edge renewable energy technologies



**€5 billion**

for the decarbonation of the industry and input production



**€2.6 billion**

for the production of zero-emission vehicles



**€1.2 billion**

to design a low-carbon aircraft for 2035



**€1.5 billion**

(of which one third is equity) for agri-food



**€2.3 billion**

to produce at least 20 biomedicines in France by 2030



**€0.6 billion**

for innovative medical devices and digital and disruptive health solutions



**€0.6 billion**

for the production of cultural and creative content



**€1.8 billion**

for space and exploring the seabed

# Accelerating investments in sectors of French excellence



## INDUSTRY

### Energies:

- \ To become the leader in green hydrogen
- \ To support disruptive technologies in onshore wind, marine and photovoltaic

### Decarbonization of industry:

- \ Directly support the transition to private industrial sites

### Industry of the future:

- \ To support digitalization
- \ To support robotization

### Transport:

- \ To produce two million electric and hybrid vehicles
- \ To invest in batteries
- \ To support the modernization of the industrial base



## AGRI-FOOD

To invest in four revolutions to have a clean, durable and traceable food supply:

- \ **Digital and the use of data**
- \ **Agricultural robotics**
- \ **Plant breeding and biological control**
- \ **Capture of methane**



## HEALTHCARE

To invest in more predictive, more preventative and more innovative healthcare, and **to strengthen the industrial base**

**To produce 20 biopharmaceuticals** against cancer and chronic diseases, such as those linked to age and to create **tomorrow's medical devices**

Continuity of the ambitious [Healthcare innovation 2030](#) plan



# Transverse transformation program to guarantee the conditions for successful innovation

## THE STATE TAKING ON PART OF THE RISK TO ENCOURAGE BREAKTHROUGH INNOVATION

### Strengthen access to raw materials

- \ Better supply France in plastics and metals
- \ Invest in recycling (of enzymatic chemicals and rare earths, etc.)
- \ Consolidate the French wood industry
- \ Promote the emergence of disruptive technologies to go towards substitutable products

### Train talent in trades of the future

- \ Massive investment of €2.5 billion in skills
- \ Strategy of forecast of requirements in 10 years' time
- \ Acceleration of training in cutting-edge sectors

### Implement a strategy of attractive capital investment strategy targeting deep tech and industrial startups

- \ Permit startups to industrialize their innovations very quickly
- \ Help industrial sites to emerge within the framework of deep tech

### Establish our capacities in digital technologies

- \ Continue and intensify plans to implement artificial intelligences, cloud computing and 5G technology
- \ Help startups to expand and move upmarket
- \ Invest in robotics
- \ Invest in electronic production and access to components



Focus on the sectors offering opportunities for investors

# Making France the leading European innovative nation in key sectors for tomorrow's healthcare

## Healthcare

Healthcare innovation 2030 plan  
€7 billion (France 2030 + PIA4)



### BIOETHERAPIES AND BIOPRODUCTION

**Target:** To produce at least 20 biopharmaceuticals in France by 2030 against cancer and chronic illnesses

#### Opportunities for investors

Current or forthcoming calls for projects:

- \ Innovations in biotherapies calls for projects
- \ Innovations in bioproduction calls for projects

### DIGITAL HEALTHCARE AND DIGITAL MEDICAL DEVICES

**Target:** To create tomorrow's medical devices and develop digital tools to provide momentum to "5P" medicine (personalized, preventive, predictive, participatory and pertinence)

#### Opportunities for investors

Current or forthcoming calls for projects:

- \ ["Evaluation of the medical benefit and/or economic benefit of digital medical devices or using artificial intelligence"](#)

Find all the National Investment Program initiatives

### A simplified regulatory framework to remove barriers to investment in healthcare

1. Constructive and regular dialogue between the state and manufacturers: Strategic Council for Healthcare Industries (2018, 2021)
2. Public desks to support businesses: [Innovation and Orientation desks, G\\_NIUS](#)
3. Reduced market access timelines
4. Measures market growth and predictability (+€1 billion in public spending on healthcare products in 2022)

# Combining the public and private sectors to support the rapid growth of deeptech startups

## Deeptech

### ACCELERATING THE INDUSTRIALIZATION OF BREAKTHROUGH INNOVATIONS

**Target:** To enable startups to rapidly industrialize their innovations and to see at least 100 deeptech industrial sites emerge per year by 2030

#### Opportunities for investors

Current or forthcoming calls for projects:

\ €2 billion made available in direct funding (grants, repayable advances, etc.)

### FACILITATING THE FINANCING OF PROJECTS LED BY DEEPTECH STARTUPS

**Target:** To assume part of the risk related to breakthrough technologies and to unite several private players around the funding of projects led by industrial startups

#### Opportunities for investors

Current or forthcoming calls for projects:

\ €3 billion in equity for deeptech via a structured fund operated by Bpifrance

## This component completes the numerous actions put in place to support deeptech startups

1. The Deeptech plan launched in 2019 and operated by Bpifrance (1,700 deeptech startups today, representing 10% of all French startups)

2. Launch of the Tibi initiative to promote private investment in mature stage startups (objective of raising €30 billion in Tibi-labeled funds by the end of 2022)

Find all the National Investment Program initiatives

# Draw on France's key strengths to make it a leader in new digital sectors

## Digital



### ARTIFICIAL INTELLIGENCE AND QUANTUM TECHNOLOGIES

**Target:** To provide massive support for research and companies to accelerate the emergence of technologies related to artificial intelligence and quantum computing

#### Opportunities for investors

Current or forthcoming calls for projects:

\ [Technological maturation and demonstration of embedded artificial intelligence solutions](#)

\ Grand Challenge on the development of first generation quantum accelerator (NISQ)

### 5G AND TELECOMMUNICATION NETWORKS OF THE FUTURE

**Target:** To support scientific excellence to develop new usages and to fast-track the deployment of breakthrough innovations linked to 5G technology

#### Opportunities for investors

Current or forthcoming calls for projects:

\ ["5G and future technologies of telecommunication networks"](#)

Find all the National Investment Program initiatives

### Beyond financial support, strong measures have been taken to support this ambition

1. Development of strategic links between public research and industrial R&D to achieve more theses and more patents; launch of programs run by the French National Center for Scientific Research (CNRS), the French National Institute for Research in Computer Science & Control (INRIA) and the French Atomic Energy and Alternative Energy Commission (CEA)
2. Amplification of synergies between equipment manufacturers, providers, manufacturers, startups, local authorities and investors (creation of Campus Cyber, 2022)
3. "Skills and professions for the future" calls for interest run by the National Research Agency (ANR) to support training organization to meet skills requirements for the design and deployment of networks of the future

# Accelerating the decarbonization of industry and transport

## Decarbonization



### DECARBONIZED HYDROGEN

**Target:** To install at least two gigafactories of electrolyzers in order to produce decarbonated hydrogen on a massive scale and promote the consolidation of a French hydrogen industry

#### Opportunities for investors

Current or forthcoming calls for projects:

\ ["Technological bricks and hydrogen demonstrators"](#)

### DIGITALIZATION AND DECARBONIZATION OF TRANSPORT

**Target:** To commit to the transition of greater clean transport by rethinking daily transport needs and developing alternative solutions to individual cars

#### Opportunities for investors

Current or forthcoming calls for projects:

\ ["Automated road transport, connected services infrastructure and low carbon"](#)

\ ["Logistics 4.0"](#)

#### Structure the production and marketing of hydrogen

1. Creation of the National Council of Hydrogen to ensure the development of a competitive French sector in decarbonized hydrogen and to promote the emergence of collective projects in France, within the scope of European cooperation

2. A regulatory framework implemented by the "Hydrogen" ruling of February 17, 2021

3. Construction of an Important Project of Common European Interest (IPCEI) concerning hydrogen: exceptional provision of €1.5 billion

Find all the National  
Investment Program  
initiatives

# Developing new recycling processes to transform waste into raw materials

## Materials



### RECYCLABILITY, RECYCLING AND REINTRODUCTION OF MATERIALS

**Target:** To reduce the pressure on natural resources and to put waste to effective use to make new deposits of raw materials

#### Opportunities for investors

Current or forthcoming calls for projects:

\ [“Innovative solutions to improve recyclability, recycling and the reincorporation of materials”](#)

\ [“Innovative technologies and solutions for batteries”](#)

Find all the National Investment Program initiatives

#### These investments follow France’s commitment to drastically reduce its environmental footprint

1. A total of 95 innovative projects related to the recycling industry supported by the French Environment and Energy Management Agency (ADEME) since 2011 (€160 million of public funding for investments costing a total of €500 million)
2. The introduction of an increasingly ambitious in terms of environmental excellence regulatory framework (e.g.: target of 100% recyclable plastic by 2025, as per the Circular Economy Act, 2020)

# Developing Industry 4.0, more automated and more efficient

## Robotization



### AUTOMATION OF INDUSTRIAL PROCESSES

**Target:** To support the supply and demand for innovative industrial robots, enabling an accelerated transition of industry towards the industrial plant 4.0

#### Opportunities for investors

Current or forthcoming calls for projects:

- \ "Support for the transformation of industrial sites towards intelligent machines"
- \ ["Support for the supply of solutions for the industry of the future"](#)

#### Continued support for the robotization of industry

1. A supplementary depreciation measure to encourage the robotization of industrial SMEs in 2019 and 2020; subsidies for the acquisition of robots and cobots under the recovery plan ...

2. Creation of the "Solutions for the industry of the future" sector, bringing together and integrating the entire technological supply chain, to encourage collaboration between industrial "suppliers" and industrial "customers" (2021)

Find all the National Investment Program initiatives



# Rethinking methods of production and supporting changes in the agri-food industry

## Agri-food

### SUSTAINABLE AGRICULTURAL SYSTEMS AND EQUIPMENT CONTRIBUTING TO THE ECOLOGICAL TRANSITION

**Target:** To release the potential of digital technology, bio inputs and genetic resources to make levers of competitiveness for French agricultural sectors

#### Opportunities for investors

Current or forthcoming calls for projects:

\ "[Innovate to succeed in the ecological transition](#)"

### SUSTAINABLE FOOD THAT IS HEALTHY TO EAT

**Target:** To accelerate the mutation of the agri-food sector in France, placing centrally concerns about sustainability and health

#### Opportunities for investors

Current or forthcoming calls for projects:

\ "[Meeting tomorrow's food needs](#)"

Find all the National Investment Program initiatives

## Transformation of the agricultural and agri-food sectors at the heart of public concerns

1. Better remuneration for French farmers (EGAlim Acts 1 and 2)

2. Identification of project leaders through the call for expressions of interest "Tomorrow's food needs" (May 2021)

# Developing technological tools to adapt to the new needs of education

## Education



## RESPOND TO THE CHALLENGE OF DIGITAL TRANSFORMATION OF EDUCATION

**Target:** To take advantage of the opportunities offered by breakthrough innovations to adapt education to the accelerating digitalization of society

### Opportunities for investors

Current or forthcoming calls for projects:

\“Education Challenges”

\“Artificial Intelligence Innovation Partnerships”

Find all the National Investment Program initiatives

### Public actions for the development of digital tools in education

1. Education Challenges: Launch of open innovation initiatives involving public entities facing digital challenges related to education, teaching, innovative startups and SMEs

2. Digital Educational Territories: Experimenting with solutions to reduce the digital divide

# Putting innovation at the heart of the value chain of cultural and creative industries

## Culture



## SUPPORTING THE DIGITAL AND ECOLOGICAL TRANSITION OF CULTURAL AND CREATIVE INDUSTRIES

**Target:** To enable the emergence of innovative initiatives, aimed at integrating a digitalized and eco-efficient approach in the value chain of cultural and creative industries

### Opportunities for investors

Current or forthcoming calls for projects:

\ [“Digitalization of heritage and architecture”](#)

\ [“Looking for green alternatives”](#)

Find all the National Investment Program initiatives

### These ambitions are in line with other public actions for the development of cultural and creative industries

1. Introduction of the “Tech and Touch” fund: Worth €100 million for cultural and creative industries operated by Bpifrance (2019)

2. As part of the third National Investment Program, “Culture, Heritage and Digital” calls for interest to support projects aiming to enhance culture and heritage through digital innovations (technical, or experiments and usages, or economic models).

# FRANCE

The logo for 'FRANCE 2030' features the word 'FRANCE' in a bold, white, sans-serif font. Below it, the year '2030' is rendered in a stylized, white, line-art font. The '2' is composed of horizontal lines, the '0' is a series of concentric circles, the '3' is made of diagonal lines, and the '0' is a fan-like shape of radiating lines.

France 2030: the response to the great challenges of our time through a massive investment plan

Investors, come to develop tomorrow's solutions in France!

[WWW.CHOOSFRANCE.FR](http://WWW.CHOOSFRANCE.FR)

CONTACT: [INVEST@BUSINESSFRANCE.FR](mailto:INVEST@BUSINESSFRANCE.FR)