



## DENMARK

## FLOW

 **28**  
projects  
(Business France)

 **698**  
jobs  
(Business France)

## STOCK

 **More than 500**  
companies  
in France  
(Orbis)

 **More than 37,000**  
employees  
(Eurostat)

 **€6 billion**  
/13th place  
FDI stock in France<sup>1</sup>  
(Banque de France)

 **€3.1 billion**  
/33rd place  
French exports  
(French Customs Authorities)

 **13**  
companies  
in the Forbes  
2000

Twenty-eight Danish investment decisions were recorded in France in 2019, an increase of 75% from last year, more than tripling the number of jobs created (698).

#### — DANISH COMPANIES IN FRANCE

There are more than 300 Danish companies operating in France, where they employ nearly 37,000 people.

Twenty-eight Danish investment decisions were recorded in France in 2019, creating or maintaining around 700 jobs, a record since the observatory was created in 1993.

Danish companies invested primarily in retail outlets (29% of projects; 10% of jobs) and production/manufacturing (29% of projects; 57% of jobs).

Half of these Danish investments were in three sectors: furnishings and household goods; energy and recycling; and medical/surgical equipment, diagnostics and devices. Denmark was responsible for half of all jobs created or maintained in the real-estate and business offices sector in 2019, as well as 25% of projects in the furnishings/household goods sector.

Ile de France (Paris region), Hauts de France and Provence-Alpes-Côte d'Azur were the leading recipients of Danish investment, each welcoming 18% of projects.

#### — DANISH INVESTMENTS IN EUROPE

In 2019, France and Germany were the leading European recipients of job-creating investment from Denmark, each attracting 17% of Danish projects in Europe, followed by the United Kingdom (14%).<sup>2</sup>

#### — SELECTED INVESTMENT PROJECTS IN 2019

**Samson Group:** In January 2019, Samson Group took over Michel Pichon's operations, a company which manufactures manure and slurry tankers and accessories, saving 145 jobs under threat in France. This is a rare example of a foreign SME taking over the operations of a mid-size company, however the complementary nature of offers and the newly created financial consolidation has led to good growth prospects.

#### TOP 5 DANISH COMPANIES BY EMPLOYMENT IN FRANCE

Parent company	Main business sector	Workforce in France
ISS WORLD SERVICES	Other services	22,000+
NOVO NORDISK	Pharmaceuticals and biotechnologies	1,500
WILLIAM DEMANT	Medical/surgical equipment, diagnostics and devices	1,300
CARLSBERG	Agri-food, agriculture and fishing	1,200
VELUX A/S	Construction, building materials	1,000

<sup>1</sup> FDI stock in France (immediate investor) as of December 31, 2018.

FDI stock by ultimate investor as of December 31, 2017 was €4.2 billion.

<sup>2</sup> Business France Europe Observatory

**Novo Nordisk:** A partnership between two pharmaceutical companies, Novo Nordisk in Denmark and Namera in France, led to the opening of a new manufacturing facility in La Verpillère, near Lyon (Auvergne-Rhône-Alpes region), in 2019. Dedicated to the production of plastic parts for insulin self-injecting pens, this site benefited from an investment of €19.5 million from Novo Nordisk, a leader in the treatment of diabetes. Through Namera, this investment will create 50 additional jobs.

**Björn Thorsen:** This chemical raw material specialist opened a French subsidiary in Lyon (Auvergne-Rhône-Alpes region) in September 2019, creating 10 jobs. With a strong desire to make France the major axis of its international expansion, the Danish business now has a site offering technical expertise and operational support for its activities. The company is particularly confident about the local Vallée de la Chimie ecosystem, which will provide vast growth opportunities for its new French subsidiary.

## BREAKDOWN OF PROJECTS BY BUSINESS ACTIVITY

Business activity	NUMBER		NATIONAL SHARE (%)		TOTAL SHARE* (%)	
	Projects	Jobs	Projects	Jobs	Projects	Jobs
Decision-making centers	1	3	4%	0.4%	0.3%	0.1%
<i>First-time investments</i>	1	3	4%	0.4%	0.4%	0.1%
Logistics	1	15	4%	2%	1%	0.5%
Retail outlets	8	71	29%	10%	4%	2%
Production/Manufacturing	8	401	29%	57%	2%	3%
R&D, engineering, design	3	40	11%	6%	2%	1%
<i>R&amp;D</i>	2	30	7%	4%	2%	1%
Business services	3	83	11%	12%	2%	1%
Consumer services	4	85	14%	12%	4%	3%
<b>Total</b>	<b>28</b>	<b>698</b>	<b>100%</b>	<b>100%</b>	<b>2%</b>	<b>2%</b>

\* Share of Danish investments in the total number of investments in each business activity.

Key: In 2019, 4% of Danish investments in France were in logistics; 1% of foreign investments in this area were made by Danish companies.

## BREAKDOWN OF PROJECTS BY BUSINESS SECTOR

Business sector	NUMBER		NATIONAL SHARE (%)		TOTAL SHARE* (%)	
	Projects	Jobs	Projects	Jobs	Projects	Jobs
Furnishings, household goods	7	55	25%	8%	25%	9%
Energy, recycling, other concessions	4	62	14%	9%	7%	7%
Medical/surgical equipment, diagnostics and devices	3	60	11%	9%	7%	8%
Construction, building materials	2	139	7%	20%	5%	15%
Software and IT services	2	60	7%	9%	1%	1%
Transport, storage	2	50	7%	7%	2%	2%
Financial services, banking and insurance	2	13	7%	2%	5%	1%
Machinery and mechanical equipment	1	160	4%	23%	1%	9%
Real estate and business offices	1	43	4%	6%	11%	49%
Agri-food, agriculture and fishing	1	20	4%	3%	1%	2%
Textiles, industrial textiles, clothing and accessories	1	16	4%	2%	1%	1%
Electrical/electronic/IT equipment	1	10	4%	1%	2%	1%
Chemicals, plastics	1	10	4%	1%	2%	1%
<b>Total</b>	<b>28</b>	<b>698</b>	<b>100%</b>	<b>100%</b>	<b>2%</b>	<b>2%</b>

\* Share of Danish investments in the total number of investments in each business sector.

Key: In 2019, 14% of Danish investments in France were in the energy, recycling, other concessions sector; 7% of foreign investments in this sector were made by Danish companies.