



**SHAPING FRANCE AS THE MOST COMPETITIVE,  
INNOVATIVE AND CARBON-NEUTRAL ECONOMY**



## FRANCE'S ATTRACTIVENESS BASED ON A SET OF RECOGNIZED KEY STRENGTHS...

### WORLD-CLASS INFRASTRUCTURES



**50% of European  
fiber optic  
production  
#1 in Europe**

### A LEADING ECONOMY



**2nd largest  
market in  
Europe**, with  
direct access to 500  
million consumers

### A LARGE POOL OF QUALIFIED WORKFORCE



**1 million  
engineers**  
(largest in Europe with  
Germany)



**Best European  
energy  
network** and  
**cheapest  
electricity**



**#1 Eurozone stock  
exchange  
Euronext**

(by market capitalization, INSEE)



**47% of 25- to 34-  
year-olds in France  
hold a higher  
education diploma**

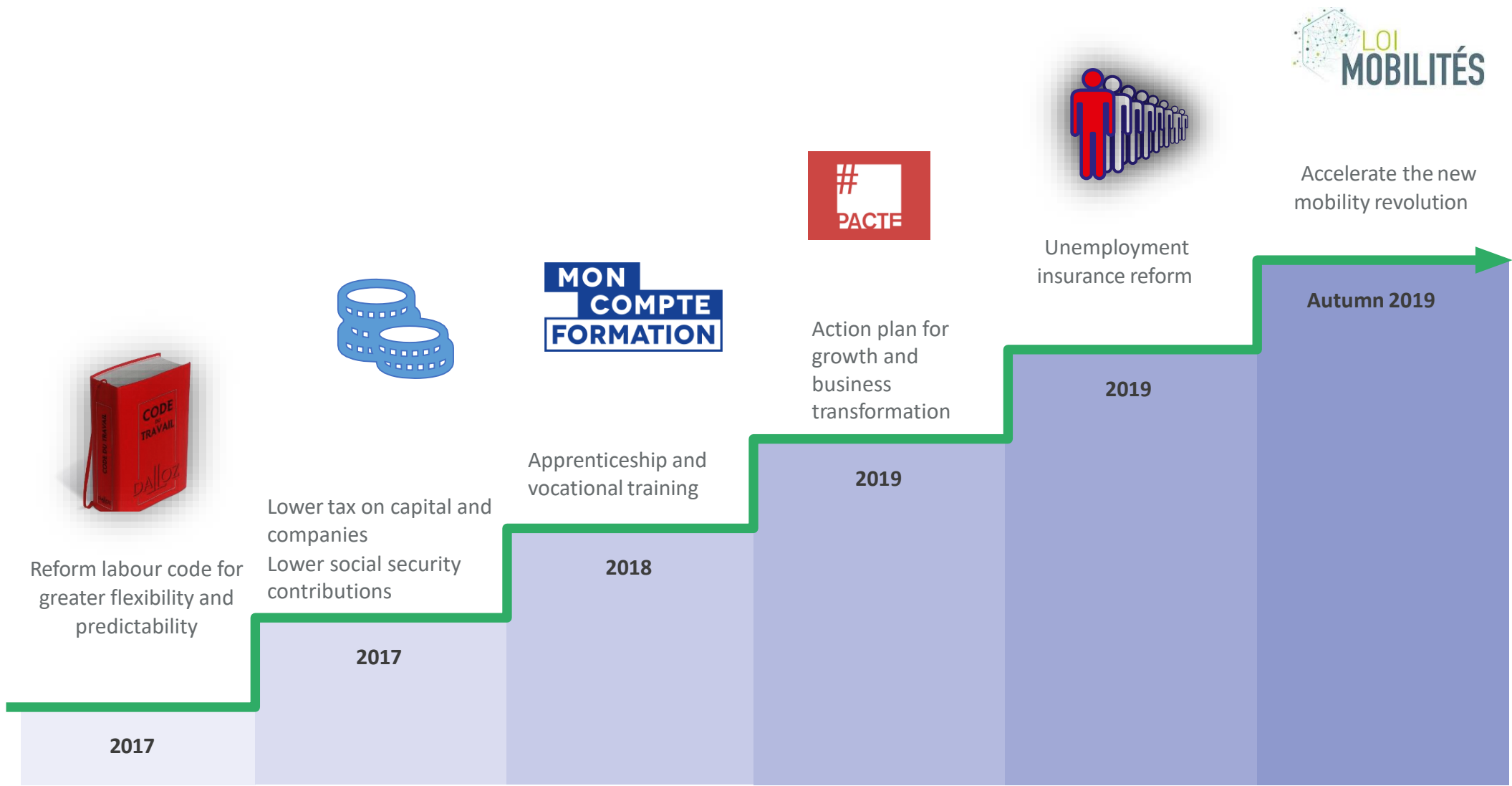
(compared to 32% in Germany and 28%  
in Italy)





# ... AND SETTING UP PRO-BUSINESS REFORM DYNAMICS SINCE 2017

## A solid foundation for companies in the recovery phase of economic activity





# FAST-TRACKING FRANCE TO THE TOP

These pro-business reforms paid off

## LEVEL OF UNEMPLOYMENT



**7.1%**  
in the second quarter  
of 2020, the lowest  
level of  
unemployment in the  
last 10 years

## APPRENTICESHIPS



486,000 apprentices  
**+16%**  
since 2019

## LABOUR COSTS



**€10.54,**  
lower than in  
Germany  
(€11.24/hour)

## NEW BUSINESSES



**815,000**  
+18% compared  
with 2018

## LOWER CORPORATE TAX



An **€11 billion**  
gain for businesses for  
2017-2022

## LEGAL RECOURSES



Less than **5%** of  
redundancies are  
appealed (compared  
with 25% in 2014)





# SETTING FRANCE IN FIRST PLACE

## Top European destination for new foreign investment in 2019



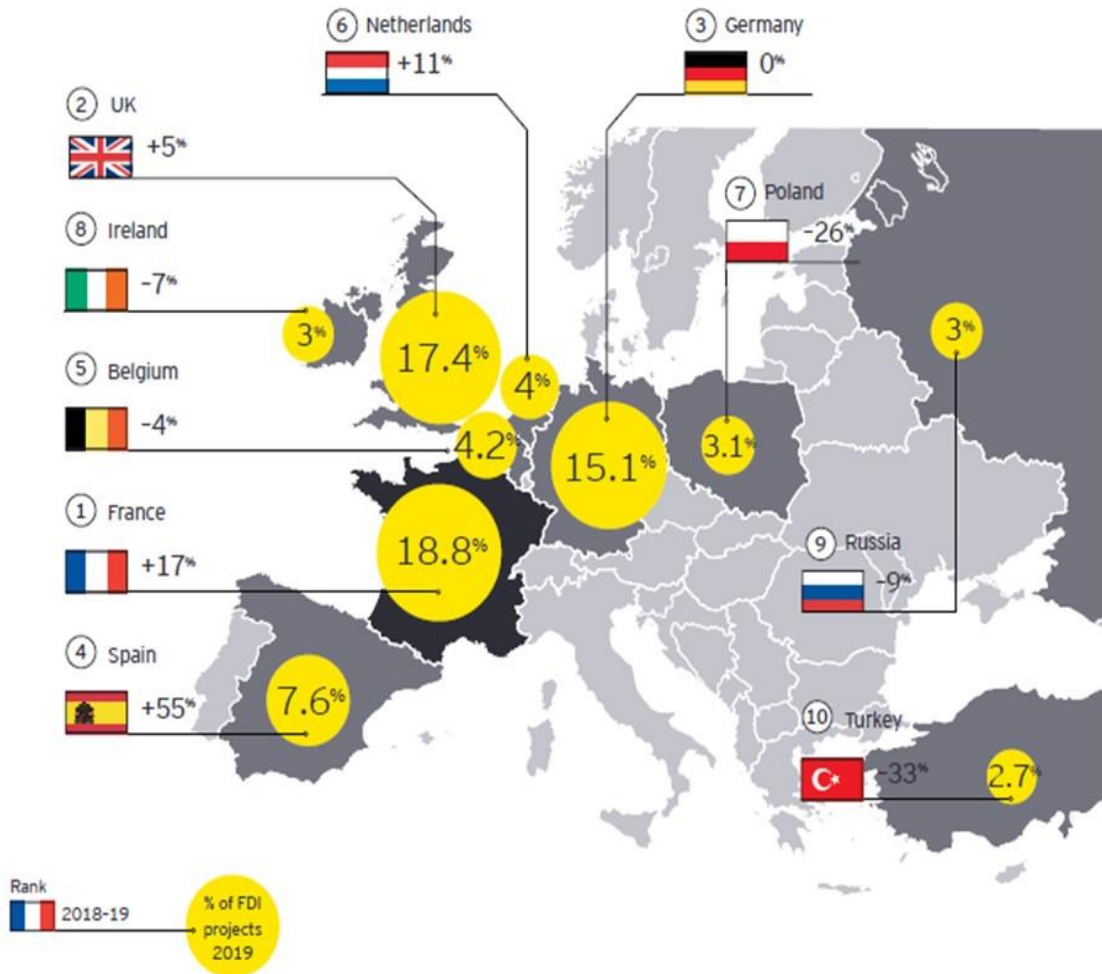
### FDI IN FRANCE:

(2019)

**40,000** jobs

**1,468** foreign investment decisions

More than **35%** of them in industry



Source: EY European Investment Monitor (EIM) 2020.





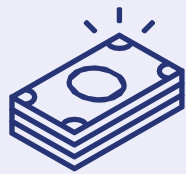
# WEATHERING THE COVID-19 CRISIS...

Mobilizing unprecedented funds to protect businesses

MARCH - MAY

## PROTECT

Emergency  
action plan



**€470 billion**

To support businesses,  
employment and preserve  
household income  
(including €300 billion of  
state guaranteed loans)

JUNE - AUGUST

## SUPPORT

for the most  
affected sectors



**€18 billion**

Tourism

**€15 billion**

Aerospace Industry

**€8 billion**

Automotive Industry

**€1.2 billion**

Tech & Startups





## ...IMPLEMENTING EMERGENCY SUPPORT MEASURES

Decisive for companies and the protection of human capital

### SOLIDARITY FUND



More than **1.7 million** companies have benefited from it for a total amount of **€5.6 billion**

### STATE-GUARANTEED LOAN



**€120 billion** in State-guaranteed loans to nearly **600,000** companies

### EXEMPTION FROM SOCIAL SECURITY CONTRIBUTIONS



**€3.9 billion** in social security payments

### SUPPORT BY THE COMPANIES OMBUDSMAN



**6,200 requests** for mediation in the first half of the year

### POSTPONEMENT OF CHARGES



More than **800,000** employers have benefited from it for **€18 billion**

### SHORT-TIME WORKING



In April, 8.8 million employees were placed on short-time working. In May, 7.9 million and in June 4.5 million; **for a total of €19.5 billion**





# ...MAKING IT AN OPPORTUNITY TO TRANSFORM THE FRENCH ECONOMY

Mobilizing unprecedented funds to boost investment







## FRANCE RELANCE: SHAPING FRANCE 2030

Supply-side measures at the heart of the ambitious stimulus plan

# €100 BILLION

(OVER TWO YEARS: 2021-2022)

### GREEN TRANSITION



**€30 billion**

Making France a leader in the ecological transition and becoming **the first major European nation to be carbon neutral by 2050**

### COMPETITIVENESS



**€34 billion**

Massive and **permanent reduction of production taxes**

**Avoiding disruptions** to the critical goods supply (in Europe and in France)

Supporting **innovation** and investment in the **technologies of the future**

### SOCIAL & REGIONAL COHESION



**€36 billion**

**Financial support** to **businesses** for employment and training

**Developing public infrastructures** throughout the country





# FRANCE WILL BE EVEN MORE COMPETITIVE

#TAXATION

#JOBS, TRAINING, RESEARCH

#EASY SETUP





# #TAXATION: FRANCE KEEPS GOING FURTHER TO ATTRACT FOREIGN INVESTORS

By consolidating the measures taken in 2017,  
reducing production taxes and supporting their capital

## A MASSIVE AND PERMANENT REDUCTION IN PRODUCTION TAXES



€20 billion for the  
period 2021-2022  
€10 billion per year

## SUPPORTING THE GROWTH AND TRANSFORMATION OF SMEs AND MID-SIZE COMPANIES



By accompanying green and  
digital transition

By strengthening their equity  
capital

**Corporate tax has been lowered since 2017**  
(33.33% in 2017 - 28% in 2020 - 25% by 2022)





# #JOBS, TRAINING, RESEARCH: INVESTING IN HUMAN CAPITAL

## Grants for hiring, employee training and R&D

### BOOSTING EMPLOYMENT OF YOUNG PEOPLE

**€6.7 billion**

€4,000 for hiring under 26-year-olds  
€5,000 to €8,000 for recruiting an  
apprentice

### TRAINING YOUNG PEOPLE IN STRATEGIC AND DYNAMIC SECTORS

Digital technology, ecological transition,  
relocation of production

**223,000 young people to be trained**

### R&D JOBS AND SKILLS

Facilitated **bridges between private  
and public research**

Temporary placement (12 to 24 months)  
of private **R&D personnel in public  
laboratories, with 80% of the salary  
covered by the State**

### MAINTAINING JOBS IN THE EVENT OF A DECLINE IN BUSINESS ACTIVITY

**€7.6 billion**

**Partial activity scheme (up to 24 months)**  
Dedicated training for employees in partial  
activity





# #EASY SETUP: SIMPLIFYING INSTALLATION FOR INVESTORS

## Adapted to the needs of the industry of tomorrow

### Showcases of business activity

New fund for the public rehabilitation of 900 ha of brownfield sites

Already 78 ready-to-use industrial sites

### Modernization of national transport infrastructure towards simplified intermodal transportation

Modal shift (from cars to shared transportation)

River system (locks and dams)

Rail links (freight)

### €400 million in support for industrial investments in regions



First wave of ready-to-use sites: January 21, 2020



Second wave of ready-to-use sites: July 20, 2020

[www.ready-to-use-sites@businessfrance.fr](mailto:www.ready-to-use-sites@businessfrance.fr)





# FRANCE WILL BE EVEN GREENER AND MORE INNOVATIVE

#ENERGY TRANSITION

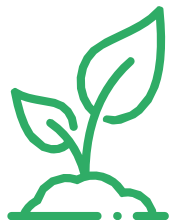
#DIGITAL

#(RE)LOCATION

#PRIORITY SECTORS

#PUBLIC INVESTMENTS





## EMBRACING THE #ENERGY TRANSITION

Helping new and already established companies  
to invest in new clean processes

### CARBON NEUTRAL FOOTPRINT: RESULTS LEVERAGE FOR INDUSTRY

**€1.2 billion**

Energy efficiency of equipment & process adaptation  
Low carbon heat installations

### DEVELOPMENT OF GREEN HYDROGEN

**€7 billion over 10 years**

Emergence of an offer on national territory  
A common European project (IPCEI)  
Calls for tenders to develop green  
hydrogen

### INTEGRATION OF THE CIRCULAR ECONOMY

**€500 million**

Investment in recycling & re-use

### OTHER INVESTMENTS IN NEW GREEN TECHNOLOGIES

Biofuels  
Greening of the food industry  
Development of new solutions for the city of tomorrow  
Fostering an agro-ecological transition





## #DIGITAL: MODERNIZING BUSINESSES IN AN INNOVATIVE ENVIRONMENT

€7 billion injected, digital technology: the focus of recovery

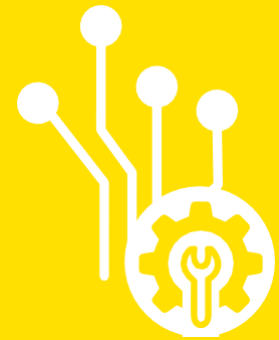
**€3.7 billion**

TO STARTUPS AND STRATEGIC  
DIGITAL TECHNOLOGIES



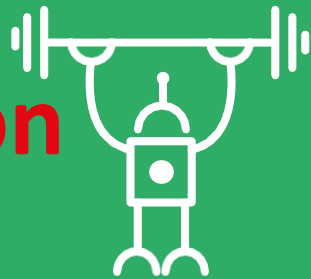
**€2.3 billion\***

DIGITAL TRANSFORMATION  
OF THE STATE, REGIONS AND  
BUSINESSES



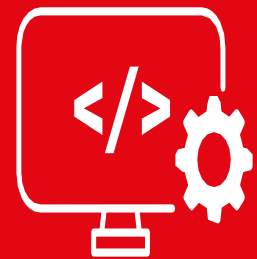
**€300 million**

TRAINING IN DIGITAL  
PROFESSIONS



**€800 million**

ENSURING FUNDAMENTAL DIGITAL  
TECHNOLOGY FOR EVERYONE



\* Not including the digital component of the healthcare plan amounting to €3.5 billion







# BOOSTING THE #(RE)LOCATION OF INDUSTRIAL PRODUCTION

Foreign investors can position themselves in  
strategic sectors

SUPPORT FOR INDUSTRIAL INVESTMENTS IN  
**FIVE STRATEGIC** SECTORS TO SECURE  
CRITICAL SUPPLIES

**€600 million**

Calls for proposals launched in 2020:

Healthcare products

Critical inputs for industry

Electronic

Agribusiness

Telecommunications



More calls for proposals to follow  
in 2021 and 2022





# #PRIORITY SECTORS: HELPING TOMORROW'S TECHNOLOGICAL CHAMPIONS EMERGE: A €20 BILLION FUND

A dedicated program for investors working in key industrial sectors and priority technologies for the ecological transition

Target size 2021-2025:

**€20 billion**



**€11 billion**

by 2022

10 priority sectors:

- Cloud computing
- Quantum technologies
- Digital health
- Cybersecurity
- Artificial intelligence
- Innovative therapies
- Infectious diseases
- EdTechs
- Cultural and creative industries
- Space industries





# #PUBLIC INVESTMENTS: SEIZING OPPORTUNITIES

## Potential new markets through public investments

### HEALTHCARE PLAN

“Ségur de la santé” consultation



**€6 billion**

Transformation, renovation, equipment  
and digital remediation of medico-social  
establishments

Restructuring the healthcare offer

Modernization of digital tools in healthcare

### ENERGY EFFICIENCY



**€6.7 billion**

Thermal retrofitting of public and private  
buildings

Call for proposals

From 2020, grants awarded by local  
authorities

### EVERYDAY GREEN MOBILITY



**€3.1 billion**

Cycling, public transport  
(€1.2 billion)

Incentives on clean  
cars (€1.9 billion)





**FRANCE IS READY  
TO BOUNCE BACK**





# POSITIVE SIGNS OF BOOSTED CONFIDENCE



## CONFIRMED PAST FOREIGN INVESTMENT DECISIONS



**75 percent**

of 2019 projects already irreversibly committed

## THE STRENGTH OF EUROPEAN UNION ECONOMIC FORCES



**€40 billion**

Funded by recovery plan

*“This recovery plan will be established with Europe, which has risen to today’s challenges. France and Germany’s agreement on a joint fund and investment plan for the recovery of Europe’s economy is a historic turning point.”*

**Emmanuel Macron,  
President of the French Republic**

## BURGEONING DIGITAL ECONOMY

**€260 million**

Funding round by Mirakl in September 2020

**€224 million**

Funding round by Ynsect in September 2020

**€80 million**

Funding round by Aledia in September 2020

**360 deals: €2.7bn**

Total funding raised during S1, 2020 (EY French Venture Capital Barometer)





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