

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 22 offices are ready to visit you and offer their assistance.

In 2010, we, along with our regional partners in France, supported 375 foreign investors among the 782 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 proce-

dures 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 – 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,
Chairman and CEO



• 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.

782 decisions to invest in France in **2010**, 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 cooperation with our partners, France's regional 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.

YOUR CONTACTS

EUROPE

IFA FRANCE

• Paris
David Appia, Chairman and CEO
 71-77 boulevard Saint-Jacques
 75680 Paris Cedex 14
 Tel: +33 1 44 87 17 17
 info@investinfrance.org
 www.investinfrance.org

IFA GERMANY, AUSTRIA, SWITZERLAND

• Dusseldorf
Didier Boulogne, Director
 Französische Botschaft
 Martin Luther Platz 26
 D-40212 Düsseldorf
 Tel: +49 (0) 211 54 22 67 0
 didier.boulogne@investinfrance.org

IFA BELGIUM, LUXEMBOURG

• Brussels
Frédérique Lefevre, Director
 475, avenue Louise
 B-1050 Brussels
 Tel: +32 2 646 59 40
 frederique.lefevre@investinfrance.org

IFA NETHERLANDS

• Amsterdam
Frédérique Lefevre, Director
 French Embassy
 Stadionweg 137
 1077 SL Amsterdam
 Tel: +31 (0)20 662 20 39
 frederique.lefevre@investinfrance.org

IFA SPAIN, PORTUGAL

• Madrid
Sébastien Carbon, Director
 Embajada de Francia
 Marqués de la Ensenada, 10
 4ª Planta
 E-28004 Madrid
 Tel: +34 91 83 77 850
 sebastien.carbon@investinfrance.org

IFA UNITED KINGDOM, IRELAND

• London
Fabrice Etienvre, Director
 Haymarket House
 28/29 Haymarket
 London SW1Y 4RX
 Tel: +44 (0) 20 7024 3672
 fabrice.etienvre@investinfrance.org

IFA ITALY

• Milan
Hervé Pottier, Director
 Ambasciata di Francia
 Via Cusani, 10
 I-20121 Milano
 Tel: +39 02 72 02 25 43
 herve.pottier@investinfrance.org

• Hong Kong
Morgan Jacquat, Director
 25/F, Admiralty Center, Tower II
 18 Hourcourt Road
 GPO Box N° 24 21 Hong Kong
 Tel: + (852) 37 52 91 70
 morgan.jacquat@investinfrance.org

IFA SOUTH KOREA

• Seoul
Benoît Gauthier, Director
 Samheug Building
 8th Fl 705-9 Yeoksam-Dong
 Kangnam-Ku
 135 - 711 Seoul
 Tel: +822 564 0419
 benoit.gauthier@investinfrance.org

IFA SCANDINAVIA

• Stockholm
Gilles Debuire, Director
 French Embassy
 Kungsgatan 58
 S-11122 Stockholm
 Tel: +46 8 545 850 40
 gilles.debuire@investinfrance.org

ASIA

IFA CHINA

• Shanghai
Pascal Gondrand, Director
 Suite 202
 Hai Tong Securities Building
 689, Guang Dong Lu
 Shanghai
 Tel: +86 (21) 6135 2040
 pascal.gondrand@investinfrance.org

IFA INDIA

• New Delhi
Dominique Frachon, Director
 2/50 E Shantipath Chanakyapuri
 110 021 New Delhi
 Tel: +91 11 2419 6300
 dominique.frachon@investinfrance.org

IFA JAPAN

• Tokyo
Christophe Grignon, Director
 4-11-44 Minami-Azabu
 Minato-ku
 Tokyo 106-8514
 Tel: +81 3 5798 6140
 christophe.grignon@investinfrance.org

IFA SINGAPORE

• Singapore
Hubert Testard, Director
 Ambassade de France
 101-103 Cluny Park Road
 259595 Singapore
 Tel: +65 68 80 78 78
 hubert.testard@investinfrance.org

IFA RUSSIA

• Moscow
Philippe Baudry, Director
Jérôme Clausen, Project Director
 Bolchaïa Iakimanka 45
 119049 Moscow
 Tel: +7 (495) 937 24 00
 philippe.baudry@investinfrance.org
 jerome.clausen@investinfrance.org

MIDDLE EAST

IFA UNITED ARAB EMIRATES

• Abu Dhabi
Jacques de Lajugie, Director
 Hamdan Street
 Al Masaood Tower, Suite 1103
 PO Box 4036 Abu Dhabi
 Tel: +971 (0) 2 633 50 57
 jacques.delajugie@investinfrance.org

IFA ISRAEL

• Tel Aviv
Didier Wisselmann, Director
 7 Havakuk HaNavi
 63505 Tel Aviv
 Tel: +972 (0) 3 546 65 35
 didier.wisselmann@investinfrance.org

NORTH AMERICA

Philippe Yvergnaux, Director IFA North America

IFA UNITED STATES

• New York
Philippe Parfait, Director
 810 Seventh Avenue,
 Suite 3800
 New York, NY 10019
 Tel: +1 (212) 757 93 40
 philippe.parfait@investinfrance.org

• Chicago
Michel Gilbert, Director
 French Embassy
 205 North Michigan Avenue
 Suite 3750
 Chicago, IL 60601
 Tel: +1 312 628 1054
 michel.gilbert@investinfrance.org

• San Francisco
Caroline Laporte, Director
 88 Kearny Street
 Suite 700
 San Francisco, CA 94108
 Tel: +1 415 781 0986
 caroline.laporte@investinfrance.org

IFA CANADA

• Toronto
Jean-Pierre Novak, Director
 20 Queen Street West
 Suite 2004
 Toronto, ON M5H 3R3
 Tel: +1 416 977 12 57
 jean-pierre.novak@investinfrance.org

IFA CORRESPONDENTS

SOUTH AFRICA

Inanda Greens Business Park
 Augusta House
 54 Wierda Road West
 Wierda Valley
 Sandton
 2196 Johannesburg
 Tel: +27 11 303 71 50
 raphael.pequignot@dgtrésor.gouv.fr

AUSTRALIA

6 Perth Avenue
 Yarralumla Act 2600
 Canberra
 Tel: +61 (0)2 6216 0116
 eric.noitakis@dgtrésor.gouv.fr

MEXICO

La Fontaine 32
 Col. Polanco
 11560
 Mexico - D.F.
 Tel: (00 52) (55) 91 71 98 89
 maurice.croci@dgtrésor.gouv.fr

SOUTH AMERICA

IFA BRAZIL

• Brasilia
Hervé Le Roy, Director
 S.E.S. Avenida das Nações
 Lote 04 - Quadra 801
 70404-900 Brasilia DF
 Tel: +55 61 312 92 47
 herve.le-roy@dgtrésor.gouv.fr

François Removille

Project Director
 Av. Paulista, 1842
 Torre Norte, 14º Andar
 01310-923, São Paulo - SP
 Tel: (55 11) 33 71 54 00
 francois.removille@investinfrance.org

IFA TURKEY

• Ankara
Pierre Coste, Director
 Consulat de France
 B.P. n° 1
 Iran Caddesi, Karum Is Merkezi n°21,
 Asansör E, n°444, Kat.6, Kavaklidere
 06680 Ankara
 Tel: (90 312) 428 31 75
 pierre.coste@investinfrance.org

Géraldine Filippi

Project Director
 Istiklal cad. 142
 Odakule 10th étage
 BP 46 - 34430 Beyoglu
 Istanbul
 Tel: +90 212 243 10 11/13
 geraldine.filippi@investinfrance.org



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

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

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, Anaqua 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

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.

LG established its operations in France 20 years ago for four major reasons. The first was the location of France at the heart of Europe. The second reason was transport [...], with easy access by plane, train and road via the local infrastructure. The third point was competency [...]; in France you can find people that are highly skilled in high-tech fields, like telecoms and other technical engineers. The fourth reason was the French market, while not the biggest in Europe, is renowned in terms of testing directions for the end user.”

Eric Surdej, LG Electronics France

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 Automation 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 Biogastech GmbH, PricewaterhouseCoopers, Riello Group S.P.A., Shiseido, Siemens Tata Consultancy Services Ltd., Tempo Group, Swedspan AB, Volvo AB, Vueling, Ziegler SA.

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.



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

After three years of stability, the number of job-creating foreign investments recorded by the IFA and France's regional development agencies increased by 22% in 2010 to 782 projects.



- **FRANCE MEANS INNOVATION**

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

Background documents and a web site available in 12 languages.

- WWW.INVESTINFRANCE.ORG
- WWW.LINKEDIN.COM – INVEST IN FRANCE AGENCY

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David Appia, Chairman and CEO

Editorial coordination:
Alexandra Chabut

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David Williams

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agence@spherepublique.com

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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 development agencies to offer international investors outstanding business opportunities and customized services.

For further information, please visit:
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Invest in France Agency
77 Boulevard Saint-Jacques
75680 Paris Cedex 14 France
info@investinfrance.org
www.investinfrance.org
Tel: +33 1 44 87 17 17
Fax: +33 1 40 74 73 27