

## France, a pioneer in ecological transition

The 2015 Paris Agreement generated immense hope regarding the development and the protection of humanity balanced with a low-carbon, resource-based global economy. France is behind this historic success. Our collective responsibility is to preserve this achievement and make it thrive.

France intends to develop green reindustrialization. At the Choose France summit in 2023, more than half of the investments announced will enable France to administer the equipment production value chain in the renewable and low-carbon energy sectors (wind, photovoltaic, nuclear and batteries), as well as in electric vehicles.

**France was behind the historic success of the Paris Agreement: our collective responsibility is to preserve this achievement and make it flourish.**

### Innovating, industrializing and deploying decarbonization solutions

France 2030 makes decarbonization of the economy a major priority, devoting some 5.6 billion euros to decarbonizing industry and an additional €3.5 billion to becoming a leader in low-carbon hydrogen and developing cutting-edge renewable energy technologies.

How? By ensuring the emergence of a competitive and innovative French contribution to low-carbon, eco-friendly solutions, and by supporting companies' investments in decarbonization while reducing their dependency on fossil fuels, as well as by training more young people and professionals in jobs related to the ecological transition.

Furthermore, among the announced target of 100 French unicorns by 2030, 25 of them will have to be "green."

(10) OCDE, <https://www.oecd.org/fr/social/depenses.htm>,  
(11) Eurostat.

## France, the most livable country

France offers a comfortable quality of life to those who live there, with easy access to healthcare, strong social protection, an efficient education system, and cultural activities.

This environment is partly financed by public expenditure, without impacting residents' income and standard of living.

Another facet of a country's quality of life is the education and collective care of young children. An efficient education system signals a determined commitment to future generations.

The level of social protection a country offers its residents takes many forms: family allowances, paid leave, housing allowances, unemployment insurance, etc. In France, public expenditure on social protection stood at 31.6% of GDP in 2022, ranking first among OECD countries.<sup>(10)</sup>

Finally, in 2021, France devoted public expenditure to an equivalent of 1.4% of its GDP to culture, leisure time and faiths<sup>(11)</sup> more than the EU 27 average (1.2% of GDP).

# MARKET ICONIC

## CHOOSE FRANCE

### Foreign investors are attracted by the French innovation ecosystem.

Enticed by this ecosystem and by international opportunities, many companies invested in research and development in France in 2022:

#### LARSEN & TOUBRO

The subsidiary of the Indian group L&T opened an engineering and R&D center in Toulouse, with 50 recruitments planned initially, followed by about 100 more in the next 3 years for an investment of approximately 2 million euros. The objective of this center is to support the group's clients in the aerospace industry, in France and elsewhere in Europe.

#### LIBERTY COM SYSTEMS

This Tunisian startup has developed innovative solutions technologically and operationally oriented towards telecommunications. For its development, it has chosen to set up its operational holding company in Nice, the main reason being the particularly strong telecom-related ecosystem surrounding startups as well as proximity to Tunisia. LCS's objective is to spread its international activity from France, starting with Europe. It has just completed its first round of fundraising (up to 3 million euros, with plans to create 26 jobs over the next three years).

### The efficiency of the French people blends well with their ingenuity and creativity.

In 2022, French researchers filed more than 7,700 patents (2<sup>nd</sup> among European countries)<sup>(8)</sup> in all fields of innovation: automotive to biotechnology, textile to nuclear.

If creative talent is cultivated to this level, it is because it offers excellent industrial perspectives: France is behind the invention of "clusters," talent hubs bringing together research institutes and companies to create the solutions of tomorrow.

#### INTEL

In March 2022, the American giant announced its intention to build its new European R&D hub in France, creating 1,000 high-tech jobs primarily on the Saclay Plateau in the next 10 years. France will become Intel's European headquarters for R&D in high-performance computing (HPC) and artificial intelligence. Innovation in these disciplines will benefit a wide range of industries, including the automotive sector, agriculture, green energy, new drug development, genomics, life sciences and security – significantly improving the lives of every European. In addition, Intel plans to establish the primary European design center for its foundry business in France. It will offer design services and guarantees to industrial partners as well as to French, European and global customers.

### France has a results-oriented culture as well as ambitious and sustained innovation endeavors. International companies will find key partners here to nurture new projects.

France is home to one of the most dynamic innovation ecosystems in the world, and represents the EU's leading innovative power. It has more than 20,000 startups, including 29 unicorns to date, with a goal of reaching 100 French unicorns by 2030 set by the President of France. France has confirmed the strength of its tech ecosystem: 11.9 billion euros were raised in 2022 through 358 operations in the sector, with average tickets of 33 million euros.<sup>(9)</sup>

(8) Economic attractiveness Dashboard, Business France, July 2023  
(9) KPMG, Tech Insights 2022