

# Europe's Leading Business Region

Paris Region is a prime business region in Europe, generating 31.2% of French national wealth and 5.4% of EU GDP, with most Fortune 500 company headquarters in Europe, a buzzing start-up scene and a thriving research community. A home to 1.1 million businesses and to the widest real estate market in Europe, Paris Region benefits from a highly attractive business environment.



Paris La Défense Business District © Adobstock

## A Dynamic and Fast-Growing Region

Paris Region has by far the largest economy with the highest GDP in Europe, equivalent to that of the Netherlands, and higher than that of Sweden, Poland, Belgium or Norway.

Access to over **513 million** European consumers

Europe's highest concentration of Fortune 500 corporations

Paris Region's economic dynamism benefits from its position at the heart of the world's economy.

Paris Region is home to a truly diversified economy with industry leaders, innovative start-ups, and all key stakeholders in between.

GDP per job  
**€112,555**  
INSEE 2021, data 2018

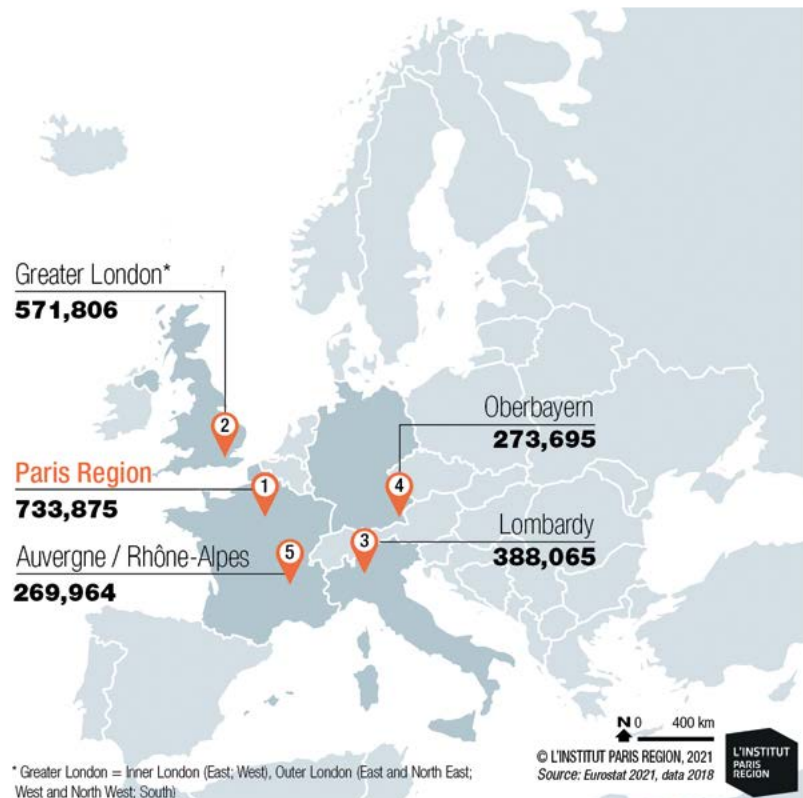
GDP per capita  
**€59,700**  
Eurostat 2021, data 2018

GDP  
**€734B**

**31.2%**  
of France's GDP

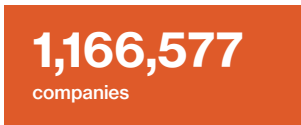
**5.4%**  
of EU GDP

## Top 5 European Regions for GDP (million euros in 2018)



### A Business Powerhouse

The primary strength of Paris Region's economy is its concentration of jobs, corporate headquarters, small and medium-sized businesses, and start-ups. All of France's very large companies (> 1,500 employees each) and many foreign companies are located in the Region.



INSEE 2020, data 2018, Commercial activities, excluding agriculture

**244,147** companies created in 2019  
INSEE 2020, data 2019

**1,377,233** sites  
INSEE 2020, data at 01/21/2018

### Start-ups

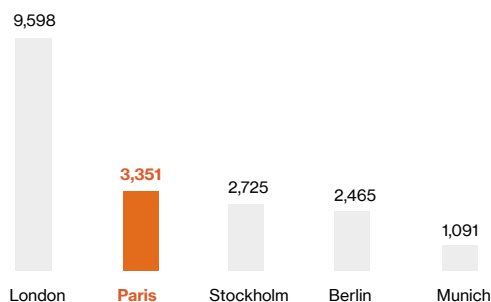


European Startups 2020

#### Top 10 cities for start-ups

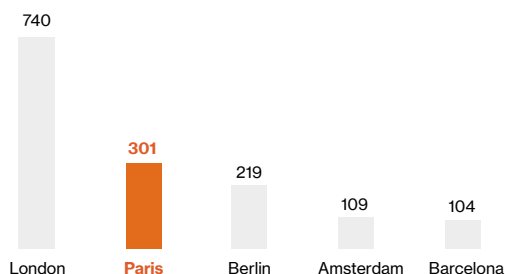
1. London: 24,000
2. **Paris: 8,000**
3. Berlin: 7,188
4. Amsterdam: 5,027
5. Munich: 2,968
6. Barcelona: 2,257
7. Dublin: 2,246
8. Madrid: 1,900
9. Helsinki: 1,476
10. Frankfurt: 942

### Top 5 European Hubs by Capital Invested in 2020 (in US\$)



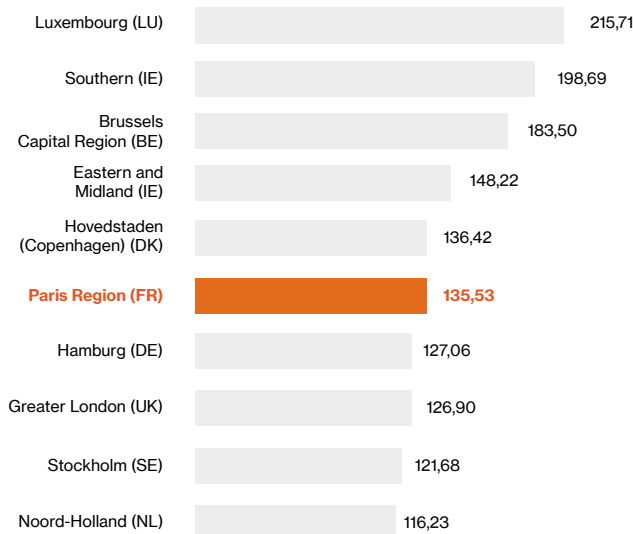
State of European Tech 2020, Atomico

### Top 5 European Hubs by Number of Deals in 2020



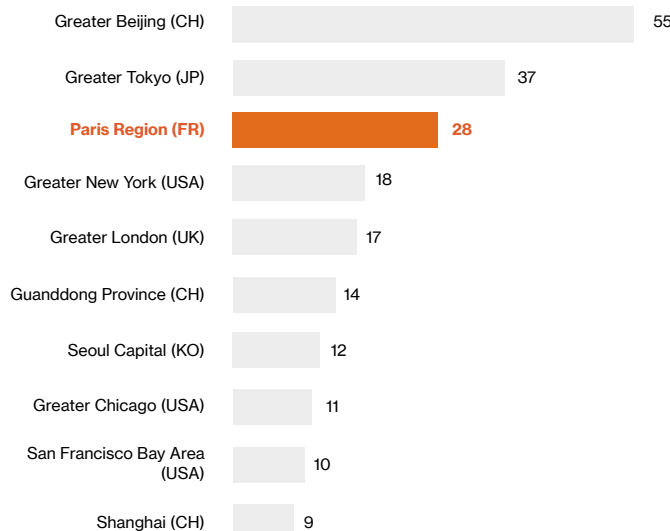
State of European Tech 2020, Atomico

### Paris Region, the EU's 6<sup>th</sup> Leading Region for Labor Productivity



Apparent Labor Productivity - Source: Eurostat GDP in million euros 2018 (NUTS 2) divided by total number employed 15 years old and over (2018), Greater London= Inner + Outer London

### Paris Region, Europe's Highest Concentration of Fortune 500 Global Corporate Headquarters



Fortune Magazine, Global 500, July 2020  
Ranking by metropolitan regions. Estimates Choose Paris Region

Top 10 Corporate Headquarters in Paris Region - Fortune Global 500		
	Revenue in million dollars	Total workforce
Total	176,249	107,776
AXA	148,984	99,843
Crédit Agricole	104,972	73,037
Carrefour	85,905	321,383
BNP Paribas	85,058	194,001
PSA Peugeot Citroën	83,643	214,478
EDF	80,278	161,522
ENGIE	67,220	171,103
Renault	62,160	179,565
Christian Dior	60,071	149,685

Fortune Magazine, Global 500, July 2020  
Ranking by metropolitan regions. Estimates Choose Paris Region

# A Strong Expertise in Key Market Areas

## In Both Services and Industry

Paris Region is renowned worldwide for its strong expertise and know-how in key market areas, in both services and industry. As a world leader in financial services, aerospace & defense, and a pioneer in new mobility, new space, smart city, cleantech and green energy, Paris Region is also recognized on the world stage for the quality of its research in health & life sciences. Paris Region is also a leader in IT, digital transformation, creative industries, logistics, agri-food, cosmetics and many more fields.



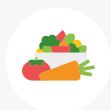
### Aerospace & Defense

Airbus Group, Dassault Aviation, Safran, Arianespace, European Space Agency, Alcatel-Lucent, Zodiac...



### Commerce / Retail

Amazon, Bon Marché Rive Gauche, Carrefour, Cora, FNAC, Galeries Lafayette, Groupe Casino, H&M, Ikea, Marionnaud, Metro, Printemps, Uniqlo, Zara...



### Food Industry/FoodTech

Danone, Finatis, Kraft Foods, Lactalis, Nestlé, Pernod Ricard, Agrana Fruit France, Coca-Cola, Grands Moulins de Paris, Sofrapain, William Saurin, ... Lunchr, Agriconomie, Innovafeed, Innovorder, Pazzi, Wynd, Ynsect... Carbios, DNA, N2I Rungis International Market



### Automotive, Logistics and Mobility

Renault, Stellantis (PSA-Fiat Chrysler), Continental, Faurecia, Valeo, Air France-KLM Group, DHL, FedEx, GEFCO, Geodis, Groupe La Poste, Haropa Port de Paris, Paris Aéroport, RATP, SNCF, Sogaris, Systra, Transilien, Transdev...



### Creative Industries, Film, TV

Gaumont, MK2, Netflix, Paramount, Pathé films, Sony Pictures, Twentieth Century Fox, Walt Disney, Warner Bros, UGC Distribution, Universal... Buf, Gameloft, Mac Guff, Mimesis Republic, Mikros Image, Neko-Entertainment, Ubisoft... TF1, France Television, Canal+, Mediawan, Newen, JLA Group, Tetra Media studio...



### Business Services

Accenture, Cap Gemini, EY, Gide Loyrette Nouel, KPMG...



### Healthcare & Life Sciences

AstraZeneca, Bristol-Myers Squibb, GlaxoSmithKline, Guerbet, Johnson and Johnson, Lilly, Merck, Pfizer, Roche, Sanofi, Novartis...



### Fashion, Design, Luxury Goods

Cartier, Chanel, Hermes, Christian Louboutin, Kering (Gucci, Yves Saint-Laurent), LVMH (Louis Vuitton, Christian Dior, Guerlain...), L'Oréal...



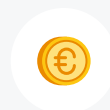
### IT and Digital Economy

Apple, Atos, Cisco, Dassault Systèmes, Facebook, Free, Fujitsu, Google, Horiba, Huawei, IBM, Microsoft, Motorola, Nokia France, Oracle, Orange, Philips, Safran Electronics and Defense, SAP, SFR Group, Siemens, Sony, Thales, Vivendi, ZTE...



### Cleantech, Energy, Smart City

Air Liquide, Areva, EDF, ENGIE, Schneider Electric, Enedis, RTE... Siemens, Suez, Total Direct Energie, Veolia... Bouygues, Eiffage, GA Smart Building, Vinci...



### Financial Services, Insurance

Bank of America, BNP Paribas, BPCE Group, CityBank, CM-CIC Group, Crédit Agricole, EBA European Bank Authority, Euronext Paris, JP Morgan, HSBC, La Banque Postale, Société Générale, Axa, Allianz, CNP Assurance, Generali...



### M.I.C.E.\*

Comexposium, Reed Midem, Viparis... Disneyland® Paris...

\*Meetings, Incentives, Conventions, Exhibitions



### Tourism, Hotels, Catering

Accor, Club Med, Elior Group, Louvre Hotels, Lucien Barrière Group, Marriott, Pierre et Vacances & Center Parcs Group, Sodexo ...

## Paris Region, Cradle of Industry

The Region's industrial fabric includes leading-edge sectors such as the automobile, aeronautics, printing, electronics, pharmaceuticals and food processing industries, even though some of them are facing a deep crisis. These economic activities shape the Paris Region's landscape, from the Seine Valley (automobile), La Défense (business), Saclay (science), and La Plaine-Sainte-Denis (film), to Rungis international market and the port of Gennevilliers (both dedicated to logistics).

## Paris Region, at the Heart of World Trade

(2018)

€134.7B

27.3% of France's imports

€84.9B

19.8% of France's exports

## Paris Region's Main Trading Partners

## Europe

- Exports: €47.7B, 56.2%
- Imports: €74.5B, 55.3%

## Asia and Oceania

- Exports: €16.0B, 18.8%
- Imports: €39.4B, 29.2%

## The Americas

- Exports: €13.0B, 15.3%
- Imports: €13.1B, 9.7%

The top 3 most exported products are indicative of the specialization of Paris Region industries: Aerospace and Defense, Automotive, Pharmaceutical Industry.

## Main Imported Products

- Automotive manufacturing products: €18.2B, 13.5%
- Telephones and communication equipment: €8.2B, 6.1%
- Pharmaceutical products: €7.9B, 5.9%

## Main Exported Products

- Space and aeronautics manufacturing products: €9.5B, 11.2%
- Automotive manufacturing products: €8.6B, 10.2%
- Pharmaceutical products: €7.3B, 8.6%

French Customs, 2020



Safran © Cyril Abad - CAPA Pictures

## Paris Region's Leading Business Partners (2020)

Top 10 suppliers			Top 10 customers		
Imports			Exports		
Country	Value (€ billion)	%	Country	Value (€ billion)	%
China	24.5	18.2	Germany	11.3	13.3
Germany	13.1	9.8	United States	10.2	12.0
United States	10.6	7.9	Italy	5.2	6.2
Spain	9.1	6.7	Belgium	5.1	6.0
Italy	8.9	6.6	China	4.7	5.5
Belgium	8.5	6.3	United Kingdom	4.5	5.4
Netherlands	6.0	4.5	Spain	4.4	5.2
United Kingdom	4.7	3.5	Switzerland	3.8	4.4
Switzerland	3.5	2.6	Hong Kong	2.9	3.4
Poland	3.1	2.3	Singapore	2.4	2.8
Global Total Paris Region*	134.7		Global Total Paris Region*	84.9	

French Customs, 2020, \*including other countries

The main supplier countries are the major powers world's economies (China, USA), as well as the nearby countries.

For 10 years, Germany and the United States have been Paris Region's main export partners.



### An Attractive Region for Foreign Companies

(2018)

Paris Region is the top French region in terms of hosting foreign companies and accounts for a third of all new business creations in France.

#### Europe's #1 Region for Major Foreign Companies

**16,678**

Sites Depending on a Foreign Company

**620,000**

jobs, 1 out of 6 in Paris Region (16.7%)

#### 2020 FDI Arrivals

**336** foreign direct investments (fdi) from **42** countries, representing nearly **10,800** jobs in the long term.

#### Main continents of origin

- **188** fdi from European groups, **6,265** jobs (**58%**)
- **83** fdi from American groups, **3,731** jobs (**34.6%**)
- **54** fdi from Asian and Oceanian groups, **663** jobs (**6.1%**)
- **11** fdi from other countries (Africa, Middle East) **138** jobs (**1.3%**)

#### Main countries of origin by number of jobs

- USA: **3,438** jobs (**32%**)
- Germany: **2,561** jobs (**24%**)
- UK: **878** jobs (**8.1%**)
- Switzerland: **637** jobs (**5.9%**)
- Spain: **382** jobs (**3.5%**)

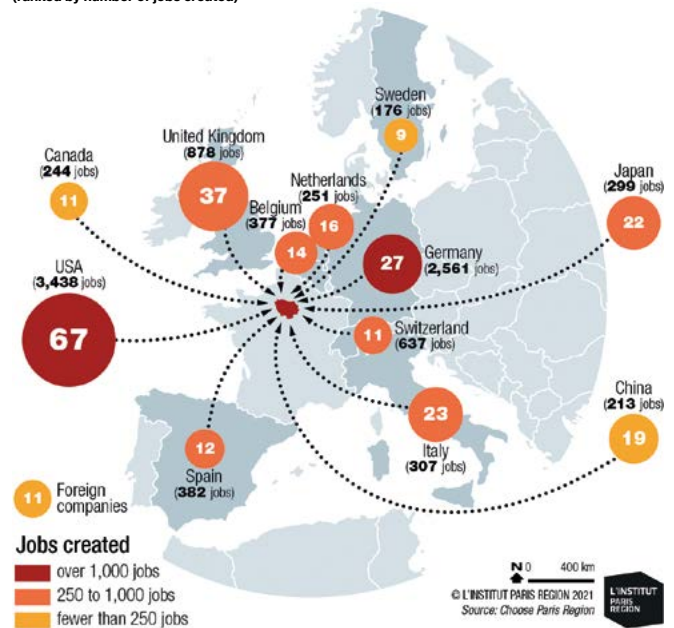
#### Paris Region, gateway to European markets, strengthens its position in high value-added investments attracted by local talent

- Almost **80%** of projects and **64%** of jobs are generated by decision-making centers, business services and R&D
- The decision-making centers are generating **2,028** jobs

The reinvestment results **(5,500** jobs created, i.e. + **51%** compared to 2019), confirm investors' confidence in the opportunities offered by the Region for the development of their activities.

Choose Paris Region

### Foreign Direct Investments in Paris Region: Main Countries by Business Origin and Jobs Created in 2020 (ranked by number of jobs created)



Top Major Paris Region companies dependent on foreign groups (based on salaried workforce)		
Country	Company	Salaried workforce
Netherlands	Ranstad	87,385
USA	Euro Disney Associes SAS	15,419
United Kingdom	Compass Group France	13,142
Sweden	Securitas France SARL	12,372
Netherlands	Select T T	12,058
Netherlands	Meubles Ikea France	10,099
United Kingdom	Action France	9,142
Luxembourg	Conforama France	9,044
Qatar	Inetum	8,617
Luxembourg	Arcelormittal France	7,348
Sweden	H&M Hennes & Mauritz	6,886
Canada	Ogf	5,885
USA	Cie IBM France	5,695
China	Club Med	5,507
Switzerland	Kuehne+Nagel	4,340
Germany	Robert Bosch France	3,908

Diane: 2/21

### Competitive Business and Living Costs

Studies show that the cost of living in Paris Region compares favorably to other international cities such as New York, London, San Francisco and Geneva. That not only applies to personal costs such as housing, education, culture, and healthcare, but also to business expenses such as recruitment and office space, which is a great incentive for people to build their professional and personal future in the Region.

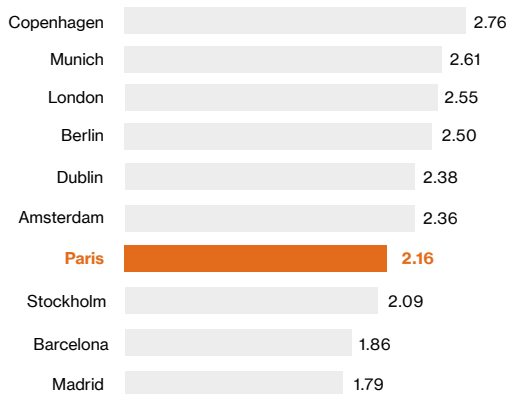
#### Very Competitive Costs to Run a Business

Budgeting for a team of 20-30 people (Million US\$ per year). Example for an A Stage software-as-a-service (SaaS) company

City	Average Salary costs (\$M)	Average Office Space Cost (\$M)	Average Total Cost Base (\$M)
Copenhagen	2.70	0.06	2.76
Munich	2.49	0.12	2.61
London	2.25	0.30	2.55
Berlin	2.27	0.23	2.50
Dublin	2.21	0.17	2.38
Amsterdam	2.25	0.11	2.36
<b>Paris</b>	<b>2.05</b>	<b>0.11</b>	<b>2.16</b>
Stockholm	1.92	0.17	2.09
Barcelona	1.78	0.08	1.86
Madrid	1.68	0.11	1.79

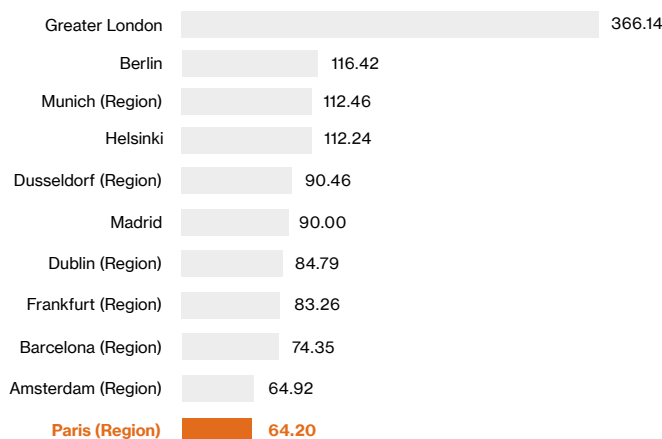
The State of European Tech 2020, Atomico - AON, CBRE

#### Budgeting for a Team of 20-30 People (Million US\$ per year) Example for an A Stage software-as-a-service (SaaS) company



The State of European Tech 2020, Atomico - AON, CBRE

#### Industrial Costs: Total Cost of Industrial Space Based on Rental Fees Plus Any Taxes and/or Service Charges (Q3 2020). Cost (€ per m²)



Colliers/IDI Intelligence (Q3 2020)

### A Very Competitive Cost of Living

**Paris Region is More Affordable Than Greater London and Cheaper Than Many European Regions**

#### Cost of Living Survey 2020

Paris, ranked at the 50<sup>th</sup> position, is cheaper than these European cities:

- Zurich (#4)
- Bern (#8)
- Geneva (#9)
- London (#12)
- Moscow (#21)
- Copenhagen (#25)
- Dublin (#46)
- Milan (#47)

Mercer 2020

Living costs are balanced out by the French public school and university systems' low tuition fees and the social security system.

Cost of Living in Paris Region vs Greater London		
Category	Description	Prices in Paris Region / Greater London
Real Estate	Rent per month for a 3-bedroom apartment downtown. 33% cheaper in Paris Region	€2,762 / €4,128
Transport	The monthly pass gives access to the entire Paris Region transport network (13 train lines, 14 metro lines, 1500 bus lines, 9 streetcar lines...) 30 to 60% cheaper depending on the type of transport: single ticket, monthly pass, cab	€75 / €190
Health	Particularly affordable health care rate in Paris Region. Cost of a short visit to a private physician (15 minutes). 79% cheaper in Paris Region	€25 / €121
Sports	Monthly Fitness Club Membership. 31% cheaper in Paris Region	€39 / €56
Entertainment	The costs for leisure and entertainment are much cheaper in Paris than in London. 2 Movie tickets. 30.5% cheaper in Paris Region	€11.45 / €16.5

Le Coût de l'Expat, Expatistan