



The Seine River and Île de la Jatte in Levallois-Perret © Adobestock

# Grow Your Business in an Innovative Region

## **A Business Powerhouse**

Paris Region is the leading economic Region in Europe, with a high-concentration of corporate French and international headquarters, startups, medium-sized businesses...

## **A Fantastic Place to Grow and Thrive**

The entrepreneurial attitude, innovation, and performance harvested in Paris Region make it a fantastic place for companies to grow and thrive in a diversity of market areas, in both services and industry. Paris Region offers many opportunities in various multidisciplinary technological hubs and networks.

## **An Exceptional Place for International Trade**

Located at the crossroads of European and global trade, Paris Region is the leading economic Region, at the heart of international trade. The Region has held around 550 business events in 2021.

## **A Renowned Scientific Region**

Among Paris Region's strengths, its research and development (R&D) potential and the capacity of its ecosystem to innovate with top-ranked high-tech clusters and research centers.

## **A Forward-Looking Region**

Paris Region will be hosting the 2024 Olympic and Paralympic Games, which generate major infrastructure and construction projects and provides exceptional opportunities for companies and investors to try out their solutions.



# Grow Your Business in One of the Largest Domestic Markets in Europe

Paris Region is Europe's leading economic hub thanks to its strong concentration of talent, capital, and business opportunities, but it is also a major European and world R&D player.

International entrepreneurs and investors invoke the Region's following major assets: world-class innovation, thriving startup hub and highly skilled talents as the main reasons behind their decision to set foot in Paris Region.



Urban Center Carré Sénart © Techniflight. Multiple Architects

## A Dynamic and Fast-Growing Region

Paris Region has by far the largest economy generating **31%** of French national wealth and **5.3%** of EU GDP, equivalent to that of the Netherlands, and higher than that of Poland, Belgium, Sweden, or Austria.

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  
**€710 Bn**

GDP per job  
**€111,000**  
INSEE 2022, data 2020

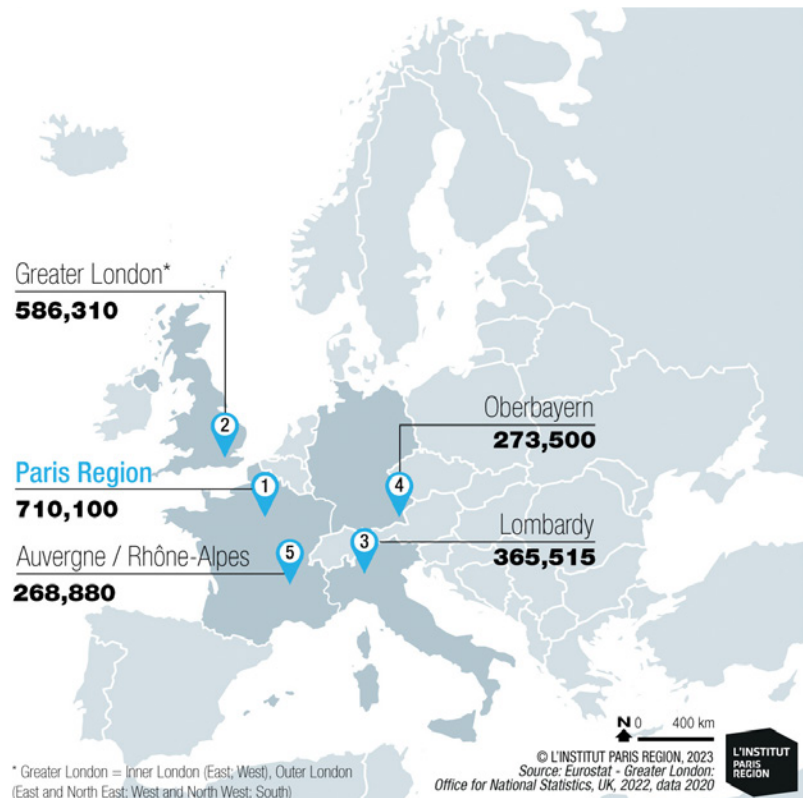
GDP per capita  
**€57,600**  
INSEE 2022, data 2020

**31%**  
of France's GDP

**5.3%**  
of EU27 GDP

Paris Region accounts for **31%** of wealth creation and has over **1.4** million companies in its territory, including more than **2,000** small and medium-sized enterprises (SMEs), nearly **250** large companies, and major decision-making centers, not to mention government agencies and local authorities.

## Top 5 European Regions for GDP (million euros in 2020)



## A Massive Consumer Marketplace

Access to **500+** million European consumers  
**12.3** million inhabitants,  
**22.6** million tourists

Eurostat, Insee, CRT Paris Ile-de-France, 2022, data 2021

Paris Region is part of :

- The European Union
- The Schengen area
- The Eurozone

## A Business Powerhouse

The primary strength of Paris Region's economy is its concentration of jobs, corporate headquarters, small and medium-sized businesses, and startups.

All of France's very large companies (> 1,500 employees each) and many foreign companies are located in the Region.

**1,458,990**  
companies

INSEE 2022, data 2021, Commercial activities, excluding agriculture

**1,588,675** sites  
**275,206** new businesses created in 2021

INSEE, 12/2022, data 2021

## Startups

Along with the multitude of incentives and support schemes in place to assist businesses, Paris Region is a desirable proposition for European entrepreneurs and tech startups.

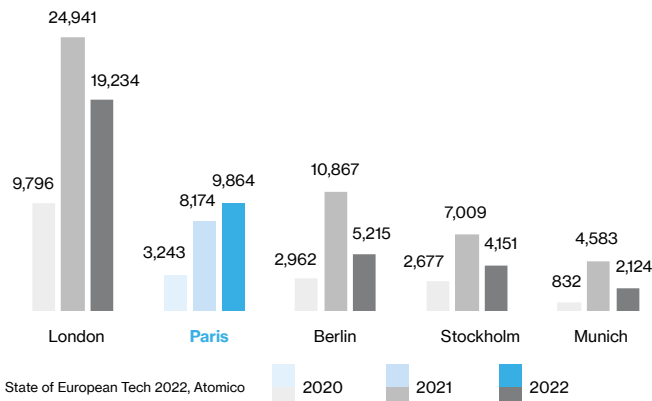
**12,000**  
startups

Startup Blink, 2022

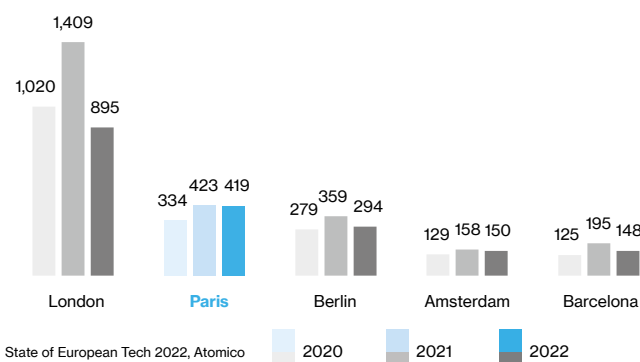
In 2022, Paris Region accounts for **74%** of investments in value in France: **€10** billion

EY, 01/2023

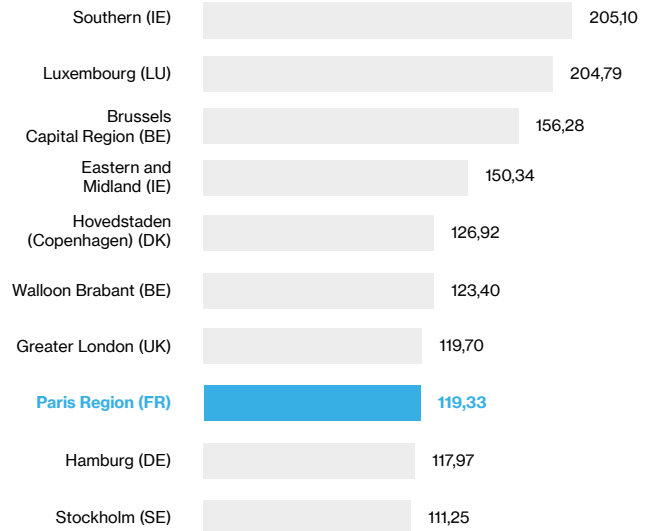
## Top European Hubs by Capital Invested (\$M), 2020/2022



## Top European Hubs by Number of Deals, 2020/2022

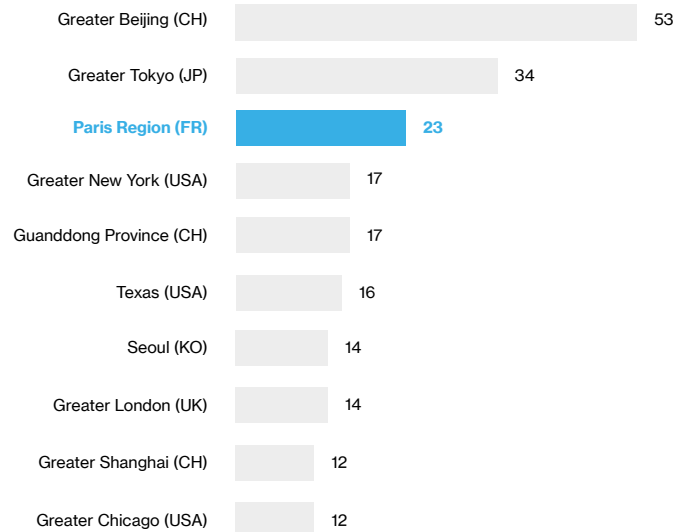


## EU's Labor Productivity



Apparent Labor Productivity - Source: Eurostat GDP in million euros 2020 (NUTS 2) divided by total number employed 15 years old and over (2020), Greater London= Inner + Outer London (2019)

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



Fortune Magazine, Global 500, July 2022  
Ranking by metropolitan Regions. Estimates Choose Paris Region

## Top 10 Corporate Headquarters in Paris Region - Fortune Global 500

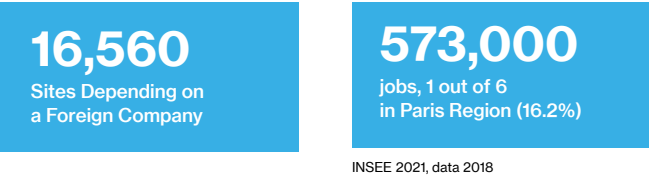
	Revenue in million dollars	Total workforce
TotalEnergies	184,634	101,309
AXA	144,447	92,398
Crédit Agricole	107,695	75,711
Electricité de France	99,861	163,423
Carrefour	87,831	319,565
BNP Paribas	85,301	189,765
ENGIE	83,622	171,474
Christian Dior	75,924	162,254
Vinci	59,389	219,299
Société Générale	59,058	124,089

Fortune Magazine, Global 500, July 2022

An Attractive Region for Foreign Companies  
(2022)

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



2021 FDI Arrivals

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

Main continents of origin

- 234 fdi from European groups, 5,572 jobs (55%)
- 100 fdi from American groups, 3,587 jobs (35%)
- 48 fdi from Asian and Oceanian groups, 746 jobs (7.3%)
- 22 fdi from other countries (Africa, Middle East) 273 jobs (2.7%)

Main countries of origin by  
number of jobs

- USA: 3,315 jobs (32.5%)
- Germany: 1,425 jobs (14%)
- Turkey: 961 jobs (9.4%)
- Italy: 554 jobs (5.4%)
- UK: 553 jobs (5.4%)

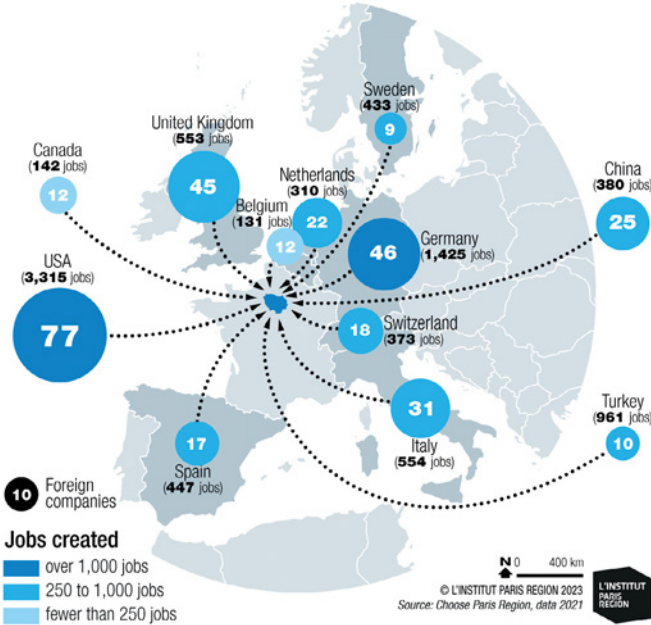
Paris Region, gateway to  
European markets, strengthens  
its position in high value-added  
investments attracted by local  
talent

- 75% of projects and 64% of jobs are generated by decision-making centers, business services and R&D
- These decision-making centers generate around 2,000 jobs

The reinvestment results (4,613 jobs created) i.e. 45% of the total of jobs, confirm investors' confidence in the opportunities offered by the Region for the development of their activities.

Chooze Paris Region

Foreign Direct Investments in Paris Region:  
Main Countries by Business Origin and Jobs Created in 2021  
(ranked by number of jobs created)



Top Major Paris Region companies dependent on foreign groups (based on salaried workforce)		
Country	Company	Salaried workforce
Netherlands	PSA Automobiles SA	41,503
USA	Disneyland Paris (Euro Disney)	14,122
Sweden	CGI France	10,739
USA	Amazon France	9,882
Germany	Metro France	8,805
Luxembourg	But International	7,225
Luxembourg	Arcelormittal France	7,119
Sweden	H&M Hennes & Mauritz	6,886
Luxembourg	Conforama France	6,672
Spain	Zara France	6,643
USA	Otis	6,049
Luxembourg	Société Française de Radiotéléphonie – SFR	5,980
China	Club Med	5,850
Canada	OGF	5,645
United Kingdom	Buffalo Grill	5,288
United Kingdom	Imperial Tobacco La Romana	4,807
USA	IBM France	4,574
USA	Sysco France	4,229
Finland	Nokia	3,601

Diane 2023

# A Strong Expertise in Key Market Areas

## In Both Services and Industry

Paris Region's extremely diverse economic landscape caters to all types of businesses, especially those which operate in the Region's most innovative industries. Renowned worldwide, Paris Region is home to a strong expertise and know-how in both services and industry.

As a world leader in financial services, aerospace and defense, and a pioneer in new mobility, new space, smart city, cleantech and green energy, the Region is also recognized on the world stage for the quality of its research in health and life sciences, and is also a leader in IT, digital transformation, creative industries, logistics, agri-food, cosmetics and many more fields.



### Aerospace and 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, H&M, Ikea, Marionnaud, Metro, Printemps, Uniqlo, Zara...



### Food Industry / FoodTech

Danone, Finatis, Kraft Foods, Nestlé, Pernod Ricard, Agrana Fruit France, Coca-Cola, Grands Moulins de Paris, William Saurin... Innovorder, Pazzi, Wynd, Ynsect... Rungis International Market...



### Business Services

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



### Automotive, Logistics, Mobility, Transportation

Renault, Stellantis, Continental, Faurecia, Valeo, ... Air France-KLM Group, DHL, FedEx, GEFCO, Geodis, Groupe ADP, Groupe La Poste, Haropa Port de Paris, RATP, SNCF, Sogaris, Systra, Transdev...



### Cosmetics / Perfumery

L'Oréal, Chanel, Clarins, Hermes, Coty Luxury (Caudalie, Dior, Guerlain, Interparfums, Laboratoire Native, LVMH et Sisley), Puig (Paco Rabanne, Nina Ricci, Jean-Paul Gaultier...), Expanscience-Mustela, Pochet, Sephora, Uriage, Verescence...



### Creative Industries, Audiovisual and New Media

Gaumont, MK2, Netflix, Paramount Pictures, Pathé films, Sony Pictures, 20th Century Studios, UGC Distribution, Universal Pictures, Walt Disney Pictures, Warner Bros... Buf, Gameloft, Mac Guff, MPC Paris (Ex Mikros), Ubisoft... TF1, France TV, Canal+, Mediawan, Newen Studios, JLA Group, Tetra Media Studio...



### Healthcare and 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...)...



### IT and Digital Economy

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



### Cleantech, Energy, Smart Building

Air Liquide, Areva, EDF, ENGIE, Schneider Electric, Enedis, RTE... Siemens, Suez Eau France, TotalEnergies, Veolia... Bouygues Energies & Services, Eiffage, GA Smart Building, Vinci...



### Financial Services, Insurance

Bank of America, Barclays, BNP Paribas, BPCE Group, CIC, Citybank, Crédit Agricole, Crédit Mutuel, European Bank Authority, Euronext Paris, Goldman Sachs, JP Morgan, HSBC, La Banque Postale, Morgan Stanley, Société Générale, ... Axa, Allianz, CNP Assurance, Generali...



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

Comexposium, RX France (Reed Expositions France et Reed Midem), Viparis... Disneyland® Paris...

\*Meetings, Incentives, Conventions, Exhibitions



### Tourism, Hotels, Catering

Accor, Club Med, Elier Group, Louvre Hotels Group, Lucien Barrière Group, Marriott International, Pierre & 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.

These economic activities shape the Paris Region's landscape, from the Seine Valley (automobile), La Défense (business), Saclay (science), and La Plaine-Saint-Denis (film), to Rungis international market and the port of Gennevilliers (both dedicated to logistics).



# Paris Region, an Innovation Powerhouse

Paris Region is a land of innovation recognized on a European and global scale. Its diversified economy buzzes with top-ranked high-tech clusters and research centers, which generate exciting opportunities for cross-sector collaborations.

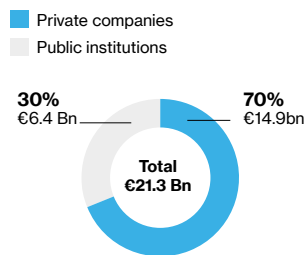
Many successful patent applications have been filed by the top French institutions, making Paris Region one of the world's most innovative Region. Many of the discoveries have led to breakthrough innovations, across all sectors, from energy, computer software, environment, agriculture, to AI, Pharmaceuticals and Biotech, etc...



© Unsplash

## #1 R&D Region in Europe (2019)

### The highest amount of R&D expenditure in Europe



**6.8%** of EU27 and **41%** of French R&D expenditure  
**3.06%** of Paris Region's GDP

Ministry of Education, Higher Education and Research 12/2022, Eurostat 2023, data 2020

**42.33%** of R&D expenses made by private companies in France  
**35.05%** of R&D expenses made by public institutions in France

INSEE 2022, data 2019

In Paris Region, **70%** of R&D spending is carried out by companies.

INSEE 2022, data 2019

## At the Forefront of Innovation

Paris:

- **#10** largest science and technology cluster, in the world
- **#1** in Europe

Global Innovation Index, Cornell University, INSEAD, WIPO, 2022

Paris:

- **#1** most innovative city in Europe
- **#7** in the world, ahead of London (#9), Berlin (#18), Munich (#21) and Helsinki (#24) in Europe

JLL, Innovation Geographies, 2022

### Patents and Publications

**7,687** patents filed,  
**62.8%** of the patents filed in France

INPI, data 2021

Paris Region, European leader, with **4.4%** of all European patent applications in EU28.

**3.7%** of European scientific publications.

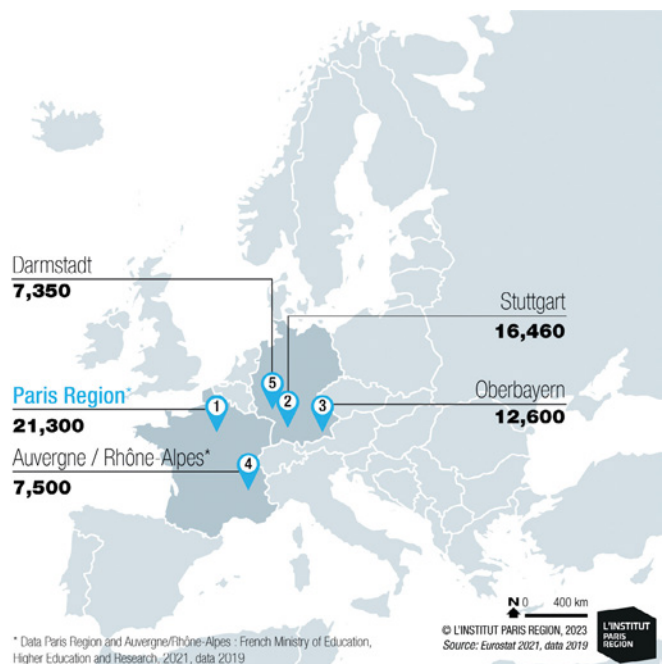
**19,917** scientific publications

- **34.5%** of the national publications
- Specialization in mathematics, physics, human and social sciences, sciences of the universe

**26%** of international co-publications, mainly with the USA, the UK, Italy, and Japan.

Hceres, OST, 2021, data 2017

## #1 in Europe for R&D Expenditure (millions of euros in 2019)



## Major Research Centers

**5** out of EU28 **20** most innovative research institutions

- **#1** CNRS National Center for Scientific Research
- **#8** INSERM National Institute of Health and Medical Research
- **#10** Sorbonne University
- **#15** Université de Paris
- **#17** APHP Assistance Publique Hôpitaux de Paris

Scimago EU28 Research Ranking, 2022

### CNRS in international rankings

- **#3** Research institution
- **#1** in Arts and Humanities, Mathematics, and Social Sciences
- **#2** in Computer Sciences, Physics, and Astronomy...
- **#4** in the Nature Index
- **#6** largest patent filer in France (378 in 2021)
- **33,000** R&D jobs in France
- **1,100** Research labs in France and abroad

Scimago Institutions Ranking, data 2022, Nature Index, CNRS, INPI 2022, data 2021

# Various Multidisciplinary Technological Hubs

Building on its strong industry clusters, company partnership networks, and thriving marketplace, Paris Region spurs many opportunities for businesses, whatever their development stage.

From artificial intelligence to biotechnology, deep tech, cleantech, Greentech, IT, telecommunications, AR/VR, 3D Animation, aerospace, and agritech... Businesses can plug into a fast-growing ecosystem in no time.

8 regional competitiveness clusters and many other thematic networks / clusters

4,865 members including:

- 3,121 companies
- 486 labs and teaching institutions

Over  
**3,368** projects

**€8.7 Bn**  
of total funding



	ASTech	Cap Digital	Cosmetic Valley	Finance Innovation	Medicen	NextMove	Polymeris	Systematic
Fields	Aeronautics, space and defence	Digital and ecological transformation	Perfumery and Cosmetics	Financial services	High-tech healthcare and new therapies	Automotive and mobility industry	Rubber, plastics and composites industry	European innovation and technology cluster in digital and Deep Tech
Total Members	314	800+	622	600	530	565	534	900
Major groups	109	50	80	180	42	110	24	140
Mid-cap SME's, startups	130	700	542	400	439	316	298	550
Labs/teaching institutions	44	58	200	20	35	71		160
Investors, and Local Partners		22				40		50
Total projects funded since the cluster was founded	109	902	350	28	510	323	350 + 35 European Projects	796
Total funding	€554.15 M	€1.91 Bn	€450 M	€1 Bn	€2.40 Bn	€1.75 Bn	-	€3.6 Bn

ASTech, Cap Digital, Cosmetic Valley, Finance Innovation, Medicen, NextMove, Polymeris, Systematic (data 01/2023)

## Many Other Thematic Networks / Clusters in Paris Region

- Cancer Campus: Healthtech
- Capital Games: Video Games
- CyberCampus: Cybersecurity
- Descartes Campus: Smart and Sustainable City
- EMS Paris IDF Cluster : Water Treatment, Environment and Urban Soils
- Genopole: Biotech applied to Health, Energy, Environment, Food
- Grand Paris Sport: Health, Sportech
- Matériaupôle: Materials and process
- Paris Saclay: Agritech, AI, Energy, Mobility, Manufacturing, Photonics/Quantum
- Paris Saclay Cancer Cluster
- PariSantéCampus: E-Health
- Silver Valley: Ageing Economy, Tech for Aging
- Urban Logistics Cluster Paris Region
- Vitagora: Food and wellbeing
- VR Connection: AR/VR

# An Exceptional Place for Events

Paris Region holds a unique position as a leading destination in both leisure and business tourism. Near 550 business events were held in the Region in 2021, and this appeal lies in the advanced hotel and catering facilities as well as its state-of-the-art venues.

With approximately 700,000 m<sup>2</sup> of floor space, it offers the richest and most varied range of reception facilities for business events in Europe.



© Vivatech

## A Real Know-How in Hosting Major Trade Shows

CCI Paris Île-de-France, data 2021

The #1 offer of exhibition space in the world

**700,000 m<sup>2</sup>**

**21**

exhibition and conference venues

**212**

trade shows

**331**

conventions

**€1 Bn**

in economic benefits

As in the previous two years, the convention, trade show, and corporate event business remained affected by the health crisis in Paris Region in 2021.

- **2.1 million** visitors, including **74,600** international visitors (**3.6%**)
- **31,900** exhibiting companies
- **€6.1 Bn** turnover by exhibiting companies at trade shows

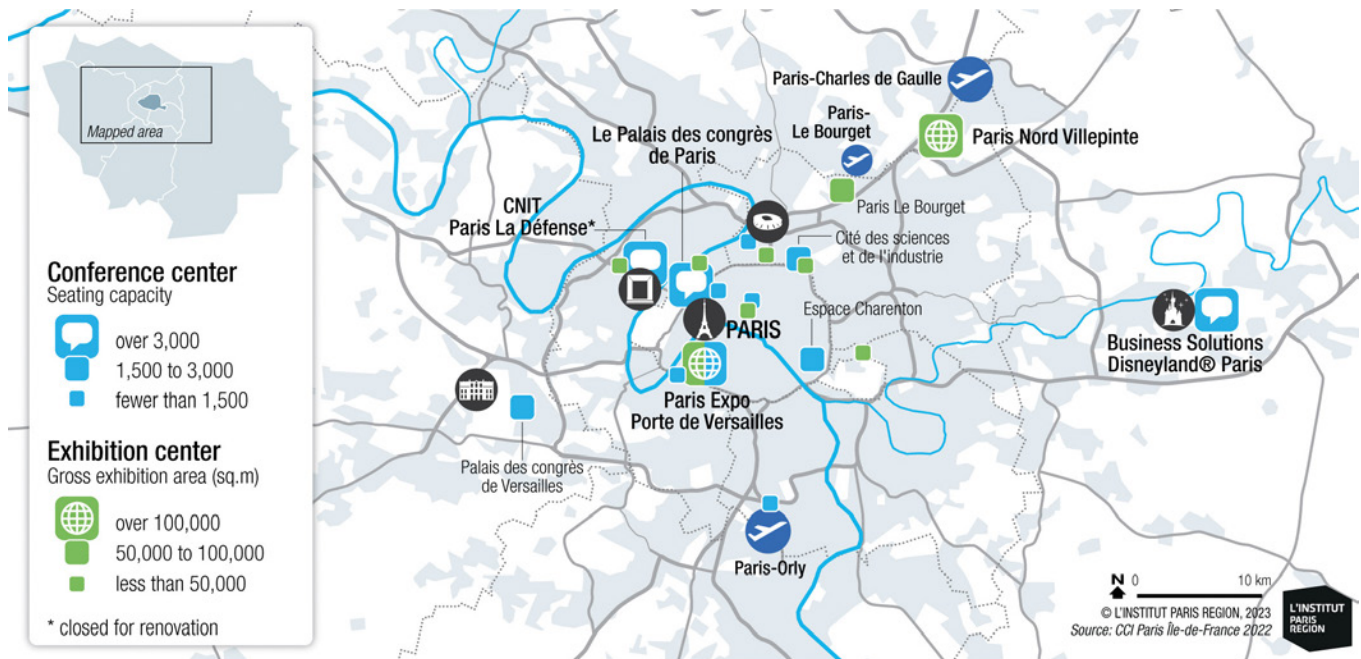
### Top 10 Professional and Public Trade Shows Held in Paris Region (by Number of Visitors and Exhibiting Companies)

Trade Show Name	Business sector	Visitors (1 <sup>st</sup> visit)	Exhibiting companies	Year
Mondial de l'Automobile / Paris Motor Show	Transport, logistics, traffic and related equipment	1,068,194	500	2018
Salon International de l'Agriculture / Paris International Agricultural Show	Agriculture, horticulture, livestock farming, floristry, fishing and related equipment	597,683	967	2019
Foire internationale de Paris / Paris International Fair	Multi-sector tradeshow and trade fairs	485,588	2,023	2019
SIAE Salon International de l'Aéronautique et de l'Espace / International Paris Air Show	Defence, civil and military security	248,512	2,492	2019
Paris Games Week	Tourism, sports and leisure activities	218,312	164	2019
Maison&Objet	Home decor, interior design, architecture and lifestyle culture	159,273	5,563	2019
Salon Nautique International de Paris / Paris Boat Show	Tourism, sports and leisure activities	147,500	645	2019
Rétromobile	Antiques, collections, flea markets	118,192	615	2020
Salon des vins et des vignerons indépendants / independent winegrowers' wine fair	Food, hotel and restaurant amenities	112,911	947	2019
Salon du Livre / Paris Book Fair	Food, hotel and restaurant amenities	107,284	906	2019

CCI Paris Ile-de-France, UNIMEV, CJS, Organizer's declaration



### Conference and Exhibition Centers in Paris Region (2022)



### The Place to Meet

The Paris Convention Center, the largest convention center in Europe, features made-to-measure spaces for large-scale international conferences 15 minutes from the Eiffel Tower, in the heart of the Paris Expo Porte de Versailles. It can accommodate up to **35,000** people in gigantic, fully modular spaces.

Paris, the World's Leading Destinations by Number of Attendees in International Meetings Organized in 2021						
Rank	Cities	Attendees hybrid/virtual planned	Attendees hybrid onsite actualized	Attendees hybrid online actualized	Attendees virtual actualized	Attendees hybrid/virtual actualized
1	Paris	70K	3K	1K	184K	189K
2	Barcelona	62K	10K	43K	91K	144K
3	Taipei	51K	7K	9K	127K	143K
4	London	60K	6K	6K	117K	129K
5	Vienna	121K	13K	8K	84K	105K
6	Prague	57K	7K	2K	85K	94K
7	Singapore	63K	6K	27K	43K	76K
8	Stockholm	33K	1K	2K	68K	71K
9	Lisbon	53K	11K	24K	36K	71K
10	Amsterdam	37K	11K	20K	27K	58K

ICCA 2022

Destination Performance Index by Number of International Meetings Organized in 2021							
Rank	Cities	Planned meetings	Unaffected meetings	Virtual meetings	Hybrid meetings	Digitalisation: Virtual/Hybrid	Business continuation: Unaffected/Virtual/Hybrid
1	Vienna	113	9	61	22	83	92
2	Lisbon	123	7	59	25	84	91
3	Athens	87	10	40	16	56	66
4	Barcelona	90	9	41	13	54	63
5	Singapore	102	3	56	16	72	75
6	Madrid	79	11	32	19	51	62
7	Prague	95	3	44	14	58	61
8	Paris	84	7	31	12	43	50
9	Berlin	76	6	38	9	47	53
10	Brussels	66	16	25	11	36	52

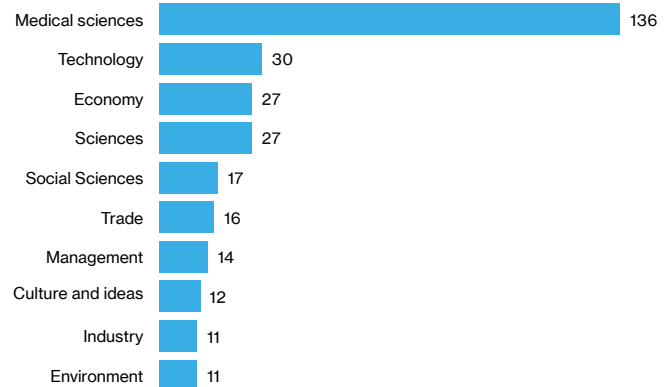
ICCA 2022

### Usually Over 1,000 Congresses per Year in Paris Region

OTCP, data 2021

- 471 congresses held, in over 135 venues
- 331 in-person congresses
- 140 phygital or by video conferencing congresses
- 142 postponed or canceled congresses
- 534,200 delegates who attended a hybrid or an in-person congress, including 80,100 international delegates
- €724 million in economic impact

### Top 10 Sectors of Activity for Congresses



OTCP, DATA 2021

## Paris Region, at the Heart of World Trade

(2021)

**€159.6 Bn**

26.9% of France's imports

**€101.4 Bn**

21.1% of France's exports

The **top 3** most exported products are indicative of the specialization of Paris Region industries:

- Aerospace and Defense
- Fashion
- Automotive

### Main Imported Products

- Automotive manufacturing products: **€19.4 Bn, 12.1%**
- Natural Hydrocarbons: **€10.2 Bn, 6.4%**
- Pharmaceutical products: **€9.8 Bn, 6.2%**

### Main Exported Products

- Space and aeronautics manufacturing products: **€10.1 Bn, 10.0%**
- Leather, Luggage, shoes: **€9.9 Bn, 8.2%**
- Automotive manufacturing products: **€8.3 Bn, 8.2%**

French Customs, 2021



Safran © Adrien Daste / Safran

### Paris Region's Leading Business Partners (2021)

Top 10 suppliers			Top 10 customers		
Imports			Exports		
Country	Value (€ billion)	%	Country	Value (€ billion)	%
China	25.9	16.2	Germany	13.0	12.8
Germany	17.0	10.6	United States	11.9	11.7
Belgium	15.7	9.8	United Kingdom	7.0	6.9
United States	11.6	7.2	Italy	6.9	6.9
Spain	10.6	6.6	China	6.9	6.8
Italy	10.4	6.5	Spain	6.3	6.2
Netherlands	6.7	4.2	Belgium	6.2	6.1
United Kingdom	5.6	3.5	Switzerland	5.0	5.0
Unknown countries	4.0	2.5	Hong Kong	2.7	2.6
Switzerland	3.8	2.4	Netherlands	2.4	2.4
Other countries	48.3	30.5	Other countries	33.1	32.6
Global Total Paris Region*	159.6	100	Global Total Paris Region*	101.4	100

French Customs, 2021, \*including other countries

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

For 11 years, Germany and the United States have been Paris Region's main export partners.