



FRANCE MEANS  
BUSINESS

**Choose !**

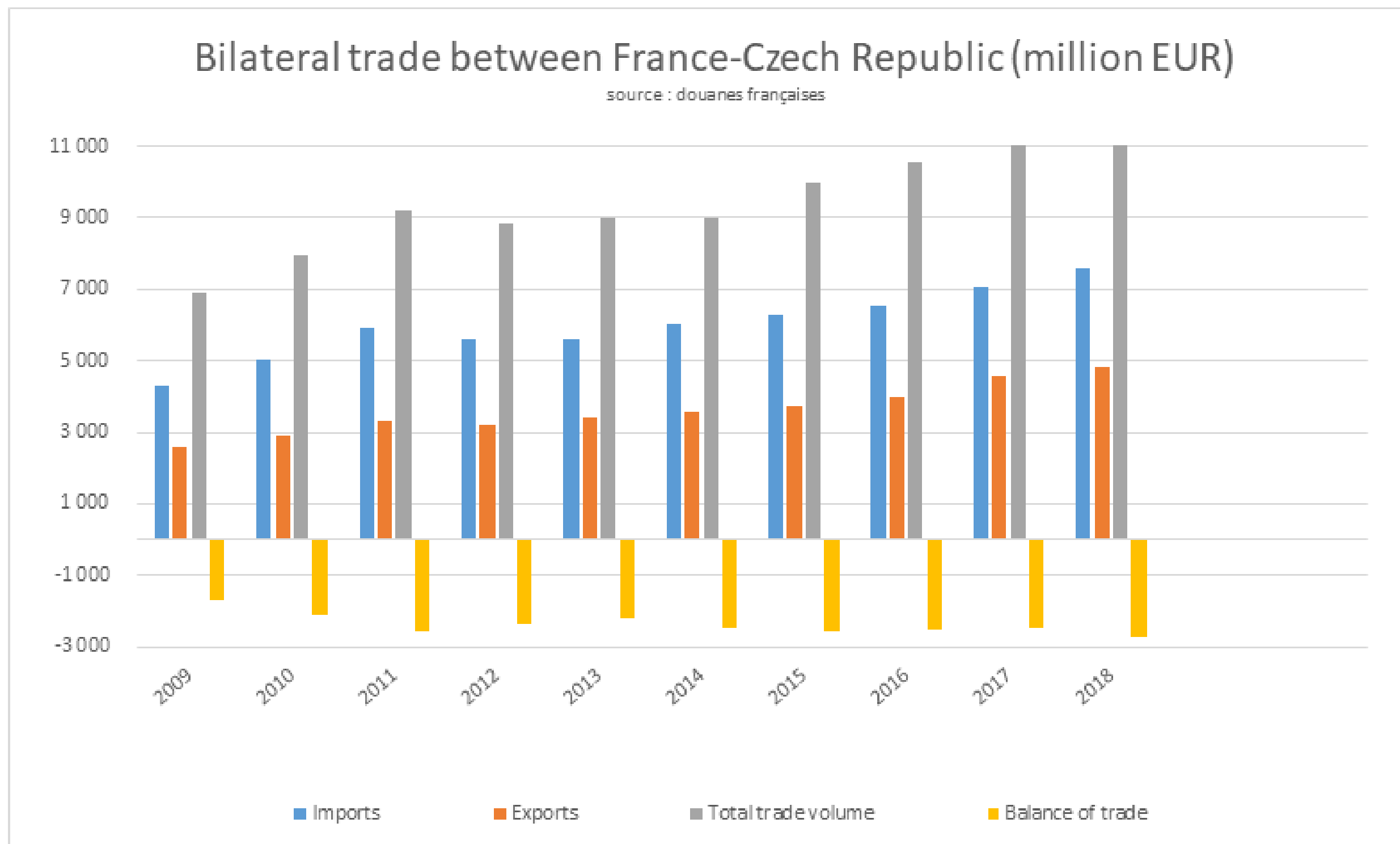


# BILATERAL ECONOMIC RELATIONS BETWEEN FRANCE AND CZECH REPUBLIC

**Choose !**

# TRADE BETWEEN FRANCE AND CZECH REPUBLIC

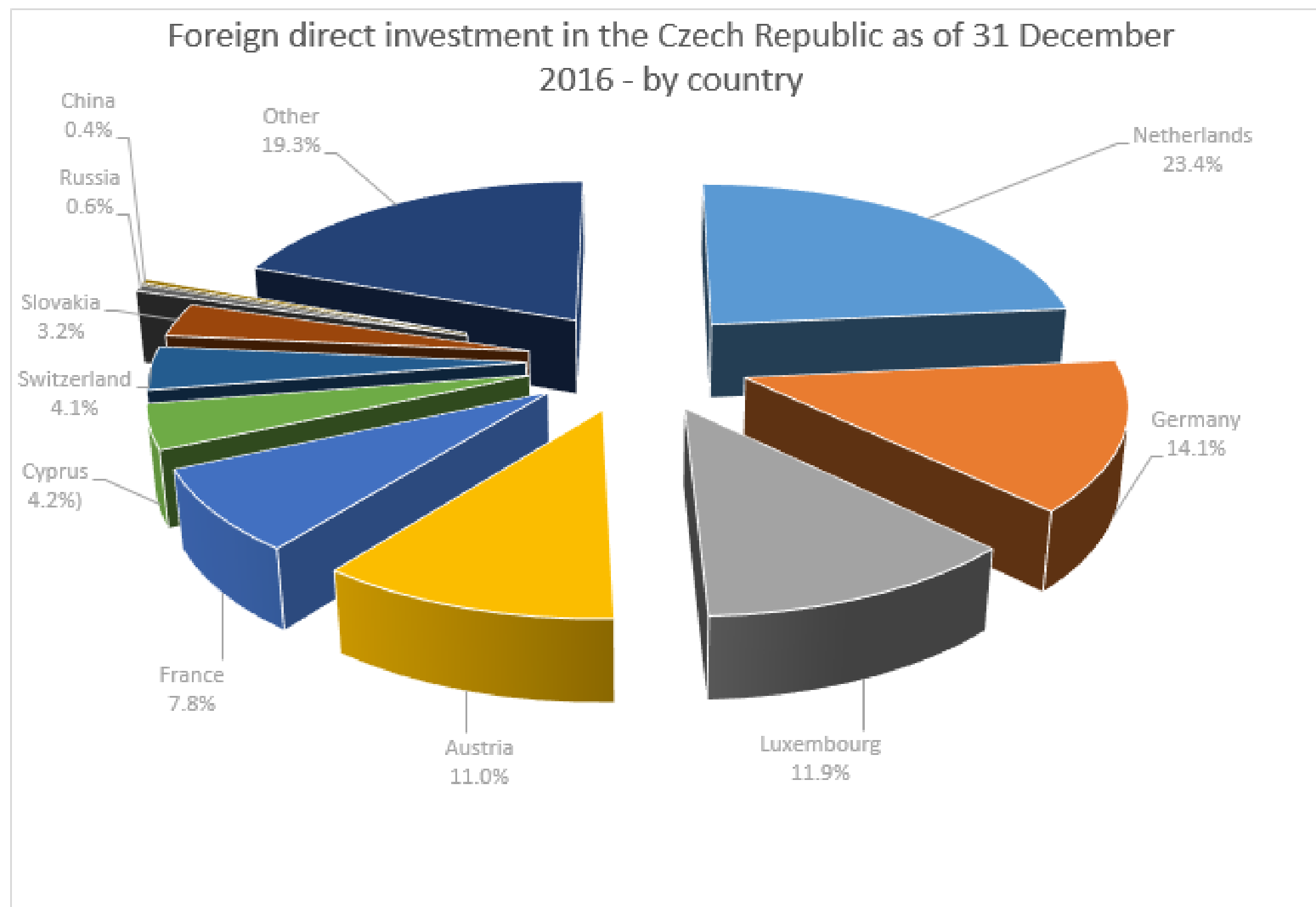
Choose !



➤ France: 5<sup>th</sup> commercial partner of the Czech Republic (12.4 bn EUR)

# FOREIGN DIRECT INVESTMENT IN THE CZECH REPUBLIC

Choose !



Source : ČNB

# FRENCH FOOTPRINT IN CZECH REPUBLIC: 1200 COMPANIES WITH FRENCH CAPITAL INCLUDING 450 SUBSIDIARIES

Choose !

Accor

Axa

Savencia

Bouygues

Faurecia

Havas

Lactalis

LafargeHolcim

Malteries Soufflet

Suez

Peugeot Citroën (TPCA)

Saint-Gobain

Sanofi

Schneider Electric

Société Générale (Komerční Banka)

Unibail-Rodamco Westfield

Veolia

Vinci

etc.



Pierre Fabre



# CZECH FOOTPRINT IN FRANCE: 20 COMPANIES WITH CZECH CAPITAL

Choose !

- CEZ GROUP
- COMARCH
- CZECH MEDIA INVEST
- INVEN CAPITAL (CEZ Group)
- LINET
- PLASTIWELL
- SANOK RUBBER
- SOTIO
- TESCAN ORSAY HOLDING
- Y SOFT



# AN OPEN ECONOMY

FOREIGN OWNED BUSINESSES IN FRANCE ACCOUNT FOR:

**21%** of the GDP

**16%** of the added value

**11%** of all jobs

*Business France 2017 Annual Report*

Choose !



*Bill  
MCDERMOTT,  
CEO, SAP*

*“SAP announced the acquisition of a very innovative company and a bold commitment to a few billion dollars in spend in France”*

JAN. 22<sup>ND</sup> 2018

In 2017, **25 foreign companies** chose France for new investments **every week**

*Business France 2017 Annual Report*

“France surged ahead and recorded **spectacular growth of 31% year-on-year** with 1,019 FDI projects in 2017, **closing the gap with both Germany and the UK.**”

*EY European attractiveness survey, June 2018*

# AN ATTRACTIVE COUNTRY



*Virginia ROMETTY,*  
CEO, The IBM Company

*“[Our announcements are] in great support for the commitment France has made about being a technology leader in AI and a great place for businesses like ours.”*

MAY. 23RD 2018



Choose !

*France, 2017  
Country of the Year  
by The Economist*

**7<sup>th</sup>** largest global economy

**2<sup>nd</sup>** largest market in Europe  
with **direct border** or less than  
a day transit to all western European  
economies

**1<sup>st</sup>** metropolitan area  
in continental Europe  
by population, GDP and  
talent pool: **the Paris region**

*IMF, UNCTAD, INSEE, Fortune Magazine, Global 500,  
July 2016, Eurostat, GDP per capita in 276 EU regions,  
2018 Ranking by metropolitan regions*

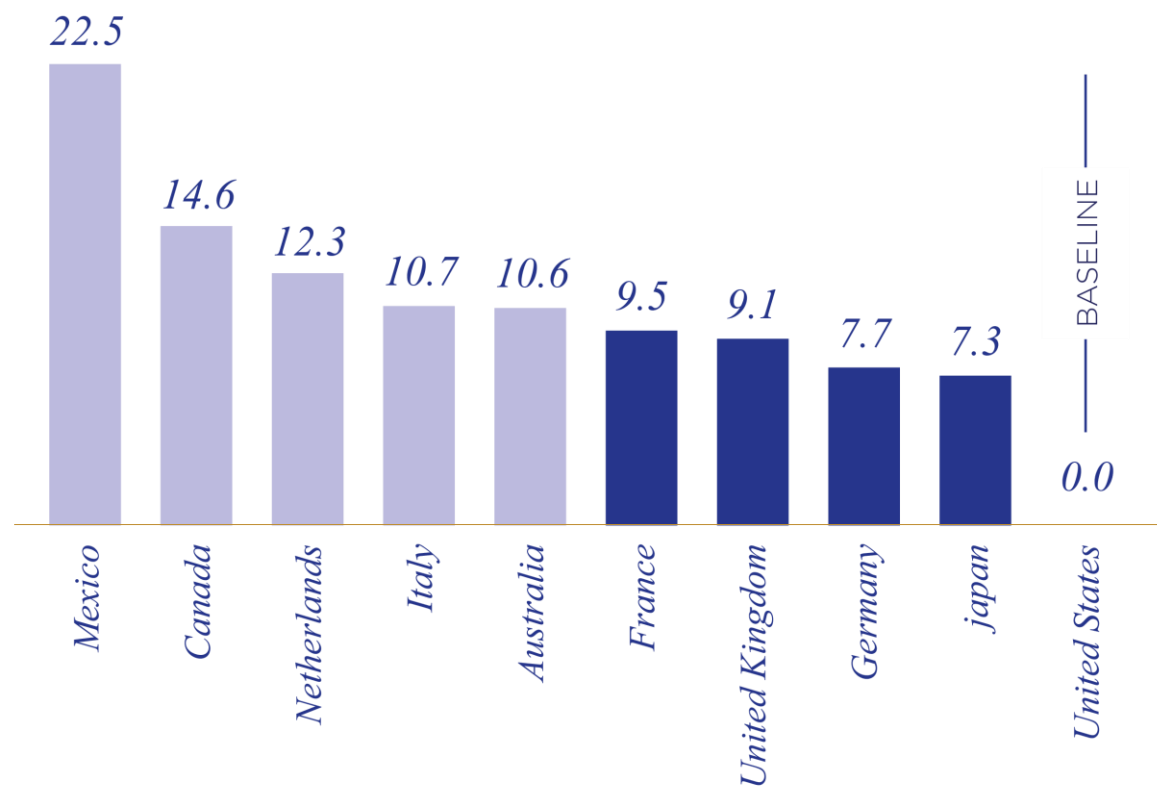


# A COST-COMPETITIVE ENVIRONMENT



France, lower cost of doing business than the US, Japan, Germany or the UK (%)

COST ADVANTAGE RELATIVE TO THE US (%)



One of the lowest effective tax rate for digital services, R&D and manufacturing

EFFECTIVE COMBINED CORPORATE INCOME TAX RATE<sup>1</sup>

	SERVICES				MANUFACTURING <sup>4</sup>			
	Digital <sup>2</sup>		R&D <sup>3</sup>		Corporate <sup>2</sup>			
	%	Rank	%	Rank	%	Rank	%	Rank
<b>NORTH AMERICA</b>								
Canada	13.1%	1	1.4%	3	22.9%	2	21.1%	2
Mexico	31.4%	8	34.4%	10	43.4%	10	30.7%	9
United States	31.9%	10	20.0%	6	36.9%	8	29.4%	7
<b>EUROPE</b>								
France	25.5%	4	-38.0%	1	32.9%	6	24.6%	5
Germany	31.0%	7	31.4%	9	31.0%	5	30.2%	8
Italy	27.3%	5	24.9%	7	37.9%	9	23.4%	4
Netherlands	22.4%	3	-8.3%	2	24.9%	3	22.7%	3
United Kingdom	16.5%	2	2.3%	4	18.8%	1	15.8%	1
<b>ASIA PACIFIC</b>								
Australia	28.1%	6	11.5%	5	29.7%	4	28.5%	6
Japan	31.4%	9	30.4%	8	36.1%	7	32.2%	10

Choose !

# SKILLED & AVAILABLE WORKFORCE

## WORKFORCE BY THE NUMBERS:

**1 million engineers** (largest in Europe with Germany) **75,000 PhDs (41% non-French)**

**278,000** students enrolled in higher education  
**38,000 graduate engineers** every year

**#3** in Europe in R&D staff availability

*France is ranked third in the EU for the number of students in second-stage tertiary education leading to an advanced research qualification. (Eurostat, 2014)*

**#4** in the world in R&D staff per 1,000 workers

*Only behind Finland, Sweden and Austria (OECD 2014)*



*Vasant*  
**NARASIMHAN,**  
CEO, Novartis

*“We choose France because of the great talents we find in the country”*

JAN. 22<sup>ND</sup> 2018

**2<sup>nd</sup> in Europe and 6<sup>th</sup> in the world**  
for the number of international patents

**3<sup>rd</sup> leading country** in the Top 100  
Global Innovators

**25%** of Fields medals since 1923

*OECD, Société des ingénieurs et Scientifiques de France*

# THE BEST R&D INCENTIVES IN EUROPE



*Sunder  
PICHAI*  
CEO, GOOGLE

*“We will rely on the tradition of France in mathematics, science and arts.”*

JAN. 22<sup>ND</sup> 2018

## Exemptions for young and innovative companies: JEI scheme

- Exemption from corporate tax for 3 years
- Exemption from local business and property taxes for 7 years
- Exemption from social security contributions for 4 years and reduced payments for 4 additional years

Choose !



**30%**  
tax credit on R&D  
up to €100 million

**5%**  
on additional  
R&D spending

**100%**  
companies  
are eligible

nearly  
**23 000**  
beneficiaries

Over  
**€6 billion**  
of public support



“Leading innovation funding measure”  
by the 9<sup>th</sup> European Innovation Funding Survey

“Most generous R&D tax treatment for companies”  
by the OECD Science, Technology and Industry Scoreboard, 2013

“Lowest effective corporate tax rate in the world for R&D operations”  
by KPMG, Competitive Alternatives, 2014

Choose !

# A VIBRANT TECH AND INNOVATION SCENE



“French Tech” Initiative: open brand of the French startup scene representing **more than 9,400 startups**, 3 billion dollars raised in 2017 in 743 deals and **300 incubators and 50 accelerators**

The world’s largest startup incubator is in Paris: Station F (1,000 start-ups and 3,000+ work stations)



*Tatsuya  
TANAKA,*  
President, Fujitsu

*“France represents la nouvelle vague of technology.”*

JAN. 29<sup>ND</sup> 2017

- OVH raised **€250 million** in 2016
- Sigfox raised **€150 million** in 2016
- French start-up Oodrive raised **€65 million** in 2017
- Vestiaire Collective raised **€58 million** in 2017

#### A GROWING DEALFLOW PIPELINE:

*2018 projections, Bpifrance*

500  
SEED

100  
SERIES A

70  
SERIES B

10  
SERIES C

# WORLD CLASS INFRASTRUCTURES

Choose !

Paris-Charles de Gaulle, **second airport in Europe** by passenger number and for cargo

Port du Havre, 1<sup>st</sup> EU port on the North Atlantic coast

Europe's **2<sup>nd</sup> largest** optical fiber market with 4 million users *IDATE 2018 for FTTH Council Europe*

77% of the territory and **96% of the population** have stable 4G coverage *ARCEP, 2017*

Best European energy network for heavy users in quality (lowest rate of power cuts and blackouts) and among the lowest price per KWh in Europe. *Eurostat, 2018*

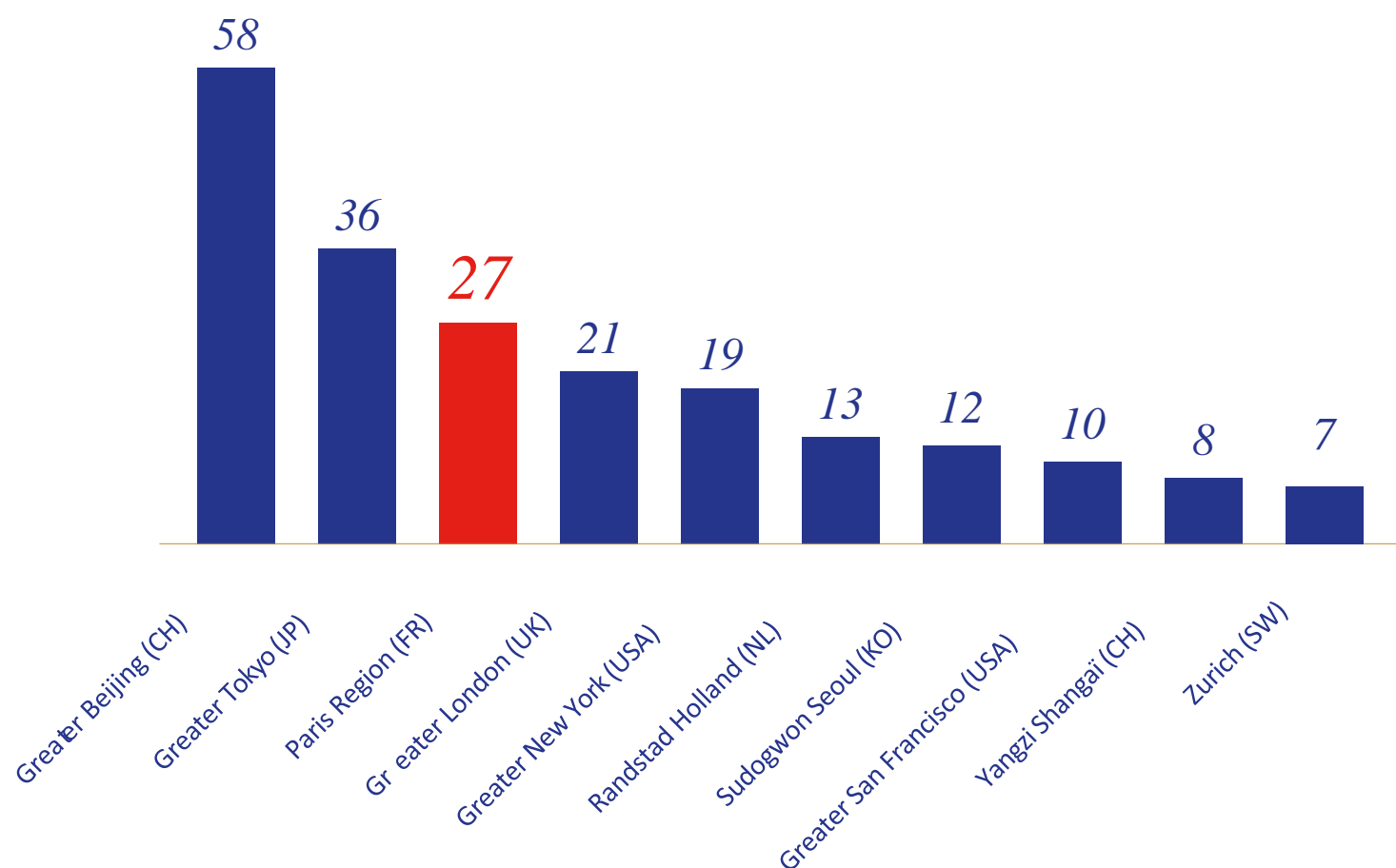


France, directly connected to all major metropolitan areas

# THE LARGEST CONCENTRATION OF HEADQUARTERS IN EUROPE

Choose !

The Paris region **n°1** in Europe and **n°3** worldwide  
for hosting the world's Top 500 corporate headquarters



Fortune Magazine, Global 500, July 2016 Ranking by metropolitan regions



*Sheryl SANDBERG,*  
COO, FACEBOOK

*“Paris has been  
the center of our  
AI research hub  
in Europe for  
a while.”*

JAN. 22<sup>ND</sup> 2018

# PARIS, A GLOBAL FINANCIAL PLACE

Choose !

**1<sup>st</sup> financial market** in continental Europe (Euronext, 2017)

**1<sup>st</sup> asset management market** in continental Europe with  
€4,000bn in asset under management

More than **500 banking institutions** in Paris and  
Global HQ of **4 of the world top 20 banks**

French entities participate in **30% of all deals** in continental Europe

**45% of the French main stock market index (CAC40)  
is foreign owned**

*Paris Business District Skyline, La Défense*



Choose !

# A LEADING INDUSTRIAL POWER



## **AERONAUTICS:**

#1 in Europe,  
#2 global exporter

*Deloitte, 2017*



## **NUCLEAR:**

#1 in Europe

*CEA, 2016*



## **PHARMACEUTICALS:**

#4 in Europe,  
#3 global exporter

*LEEM, 2017*



## **LUXURY:**

#1 globally

*Deloitte, 2016*



## **CHEMISTRY:**

#2 in Europe,  
#7 worldwide

*UIC, 2016*



## **FOOD & BEVERAGES:**

#2 in Europe,  
#4 global exporter

*Ministère de l'Agriculture,  
2016, Douanes 2017*



*Dara KHOSROWSHAHI,*  
CEO, UBER

*“With world-class engineers, and a unique skillset in aviation, we think that Paris is the perfect place to advance our Uber elevate program.”*

MAY. 23<sup>RD</sup> 2018



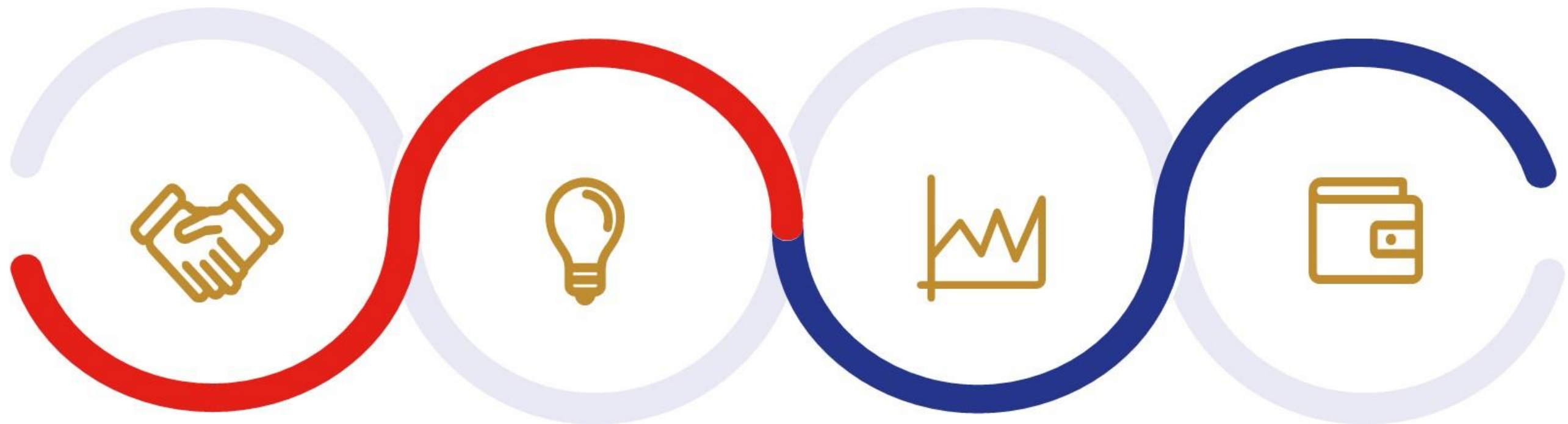
# THE ONGOING *REFORM AGENDA*

# A STRAIGHTFORWARD PRO-BUSINESS AGENDA

Choose !

*“France is witnessing reform at a rate never seen before”*

FINANCIAL TIMES – MAY 17, 2018



## **GREATER FLEXIBILITY AND PREDICTABILITY**

Flexible legal  
framework to  
**make businesses more  
agile and resilient**  
to economic change

## **FOSTERING HUMAN CAPITAL**

**Better education  
and training**  
to prepare the workforce  
for technological  
breakthroughs

## **PROMOTING INVESTMENT**

**Reduced taxation  
on businesses  
and capital** to  
promote job creation

## **INVESTING IN FUTURE INDUSTRIES**

**Regulations in favor of  
small businesses  
and innovation,**  
and public funding

# TRANSFORMING FRANCE'S SOCIAL MODEL: GREATER FLEXIBILITY AND PREDICTABILITY

## LABOR MARKET REFORM

Executive orders of September 2017

More flexible rules adapted to  
the size and diversity of companies

Enhanced social dialogue  
within companies

More flexible and legally  
secure framework for  
recruitment and  
redundancies

Simpler framework for restructuring



**Rules defined at the company level**



**A single employee consultation committee:  
the Social and Economic committee.**

**In SMEs with no trade union: possible direct negotiation  
with employees**



**A mandatory scale of damages to limit the impact of  
potential disputes**

**Facilitating voluntary departure plans**

**Reducing the time limit for appeals to 12 months**



**Dismissals on economic grounds: evaluation of the  
financial difficulties of the company on national scope**

# TRANSFORMING OUR SOCIAL MODEL: HUMAN CAPITAL

Choose !

**INVEST IN HUMAN CAPITAL**

## *APPRENTICESHIP & VOCATIONAL TRAINING REFORM*

Investment in education through the “Skills Investment Plan”:  
**€15 billion**

Two million people to be trained within five years

Adapting the workforce’s training to the needs of companies

Reforming the unemployment insurance scheme:  
new scope, stricter controls, stronger incentives

Simpler procedures for companies to hire apprentices

Encouraging students to choose this path

# GROWTH FOR ALL SHARED OPPORTUNITIES

To keep everybody's on board

**Equality between territories:** high speed and very high speed Internet all over France in 2020, promoting mobility of people

**Helping young people:** easy access to housing (Housing Bill)

**Exemptions for housing tax**

Choose !

**More over, on December 10, 2018, the President of France announced exceptional measures to be introduced immediately to boost power purchase:**

**Tax exemption for supplementary hours** which will be paid free of taxes and social security contributions from 2019

**A review of the work bonus** (additional monthly allowance for low-income workers) to increase purchasing power without increasing labor costs for companies.

Encouragement to businesses to pay a **one-off bonus at the end of the year**, by providing a scheme exempting the bonus from taxation and social security contributions.

# A MAJOR PUBLIC INVESTMENT PLAN TO SUPPORT THE GOVERNMENT'S STRATEGY

Choose !

€57 BILLION – THE MAJOR INVESTMENT PLAN 2018-2022



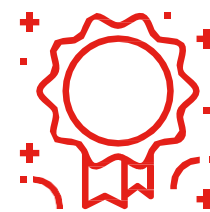
*€20 bn*

Accelerating  
ecological  
transition



*€15 bn*

Building a  
skilled  
society



*€9 bn*

Creating the  
Digital State



*€13 bn*

Consolidating  
innovation and  
competitiveness

# BUSINESS FRANCE AGENCY: YOUR ONE-STOP SHOP TO START IN FRANCE

Choose !

*In association with the French Treasury :*

Business France **connects you to all French regions** so you can make an informed decision about the best location for your business

**Business France** is the national agency supporting the international development of the French economy



Business France offers **free and confidential guidance** to make your new business in France a success, regardless of your plans:

- Discovering France's key strengths and advantages,
- Planning for a new investment,
- Looking for industrial or technology partners,
- expanding existing sites,
- assessing acquisitions or financial investments.

*Every year, Business France monitors 1,600 new investment projects and accompanies businesses on over 800 visits*

# MANY ADDITIONAL PROGRAMS TO LEVERAGE OPPORTUNITIES IN FRANCE

Choose !



A solution for businesses, researchers, students and NGOs committed to work for a more sustainable planet.



A program designed for entrepreneurs from all over the world who want to create their startups in France.



A team fully dedicated to assisting foreign companies (and their employees) that wish to be located in Ile de France (Paris region)



Choose !

