



France means Business

Pascal Cagni

Ambassador for International Investment

Chairman of the Board Business France



Witnessed and lived the digital revolution across Europe

GM, VP of Apple EMEA (2000-2012)



2001



2003



2007



2008

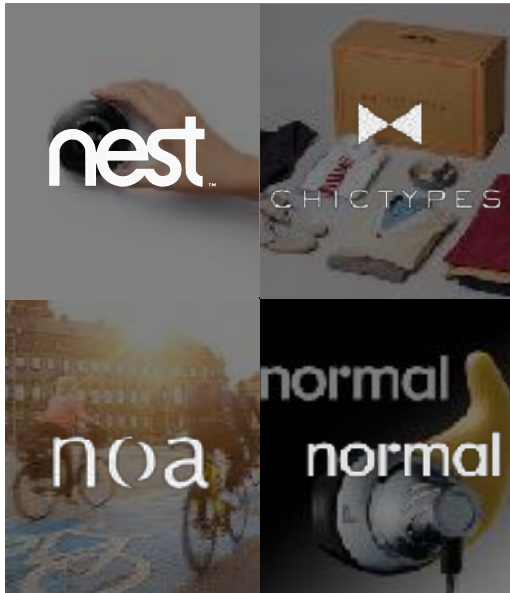


2010

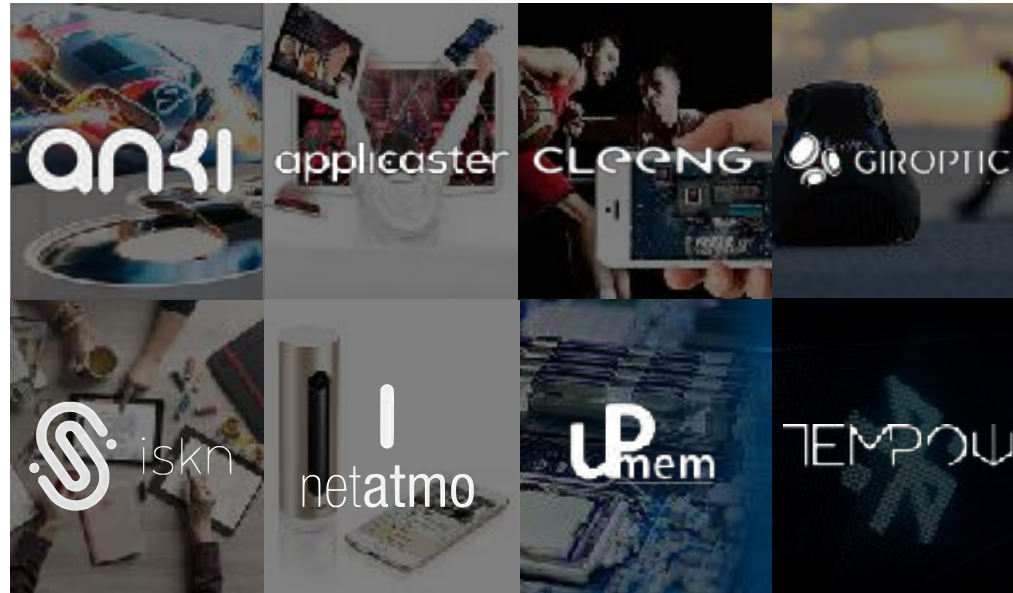
From Executive to International Investor life at C4Ventures

Founder & CEO, C4 Ventures (c4v.com)

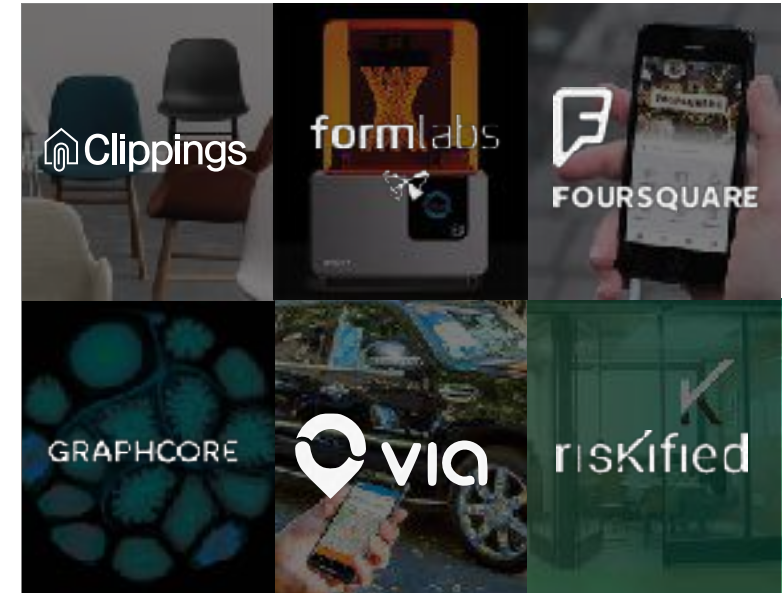
4 Exits



C4 Ventures I



Cagni Ventures II



Witnessing a longstanding tradition of **French bashing**



Believing in France's Renaissance

Column in French daily newspaper Les Echos May 4th 2017

Il faut "vendre" l'investissement en France

FASCAL CAGNI / fondateur de C+ Ventures | Le 04/05 à 13:00 | Mis à jour à 11:07 |



« Il faut hâter un bataillon de chorde lussards de la République. » -Chirac

Joining Business France



Pascal Cagni

Chairman of the Board

Ambassador for international
investment

« *Promoting France* as a foreign investment destination »

« Building and nurturing *influence* in the business world both in France and abroad”

« Contributing, thanks to the mobilisation of his international network to the organisation of the *Strategic Attractiveness Council* »

« Organising frequent discussions within the *Board* of Business France, and providing input for the Agency’s strategy (...) »

“Preliminary work for the rationalisation of the system supporting *French exporting companies*”

Global footprint mapping out our diplomacy network

Home

620

employees

65

covering all regions

65

nationalities represented



Abroad

900

employees

Covering a total of

120 countries or 95% of global trade

National Agency seeking to internationalise the French economy



Export

supporting the **international expansion** of French companies

Running the **VIE** International Internship Program

Build presence in international **Trade Events**



Invest

Supporting **inward investment**

Attracting **foreign talents**

Providing **insight** to the French government on France's attractiveness



Image

Promoting France's investment attractiveness and **business image**



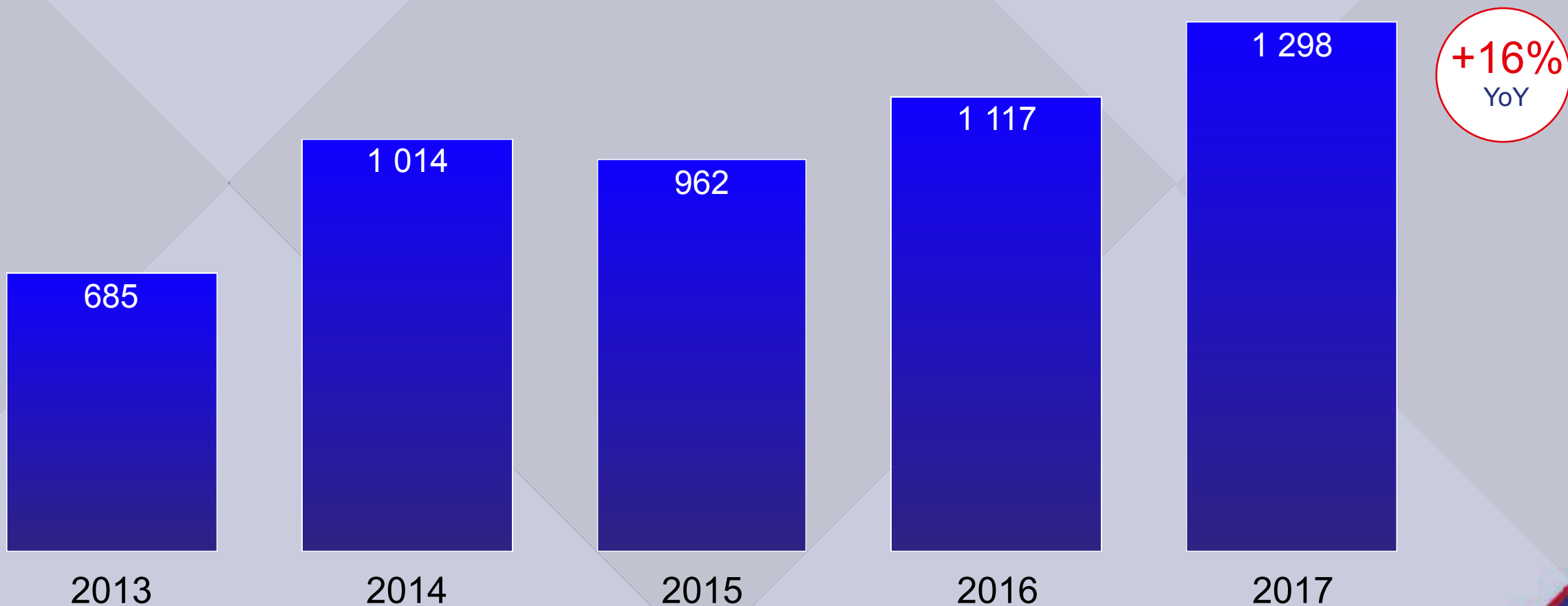
2017: a great year for foreign investment in France

Business France annual report 2017



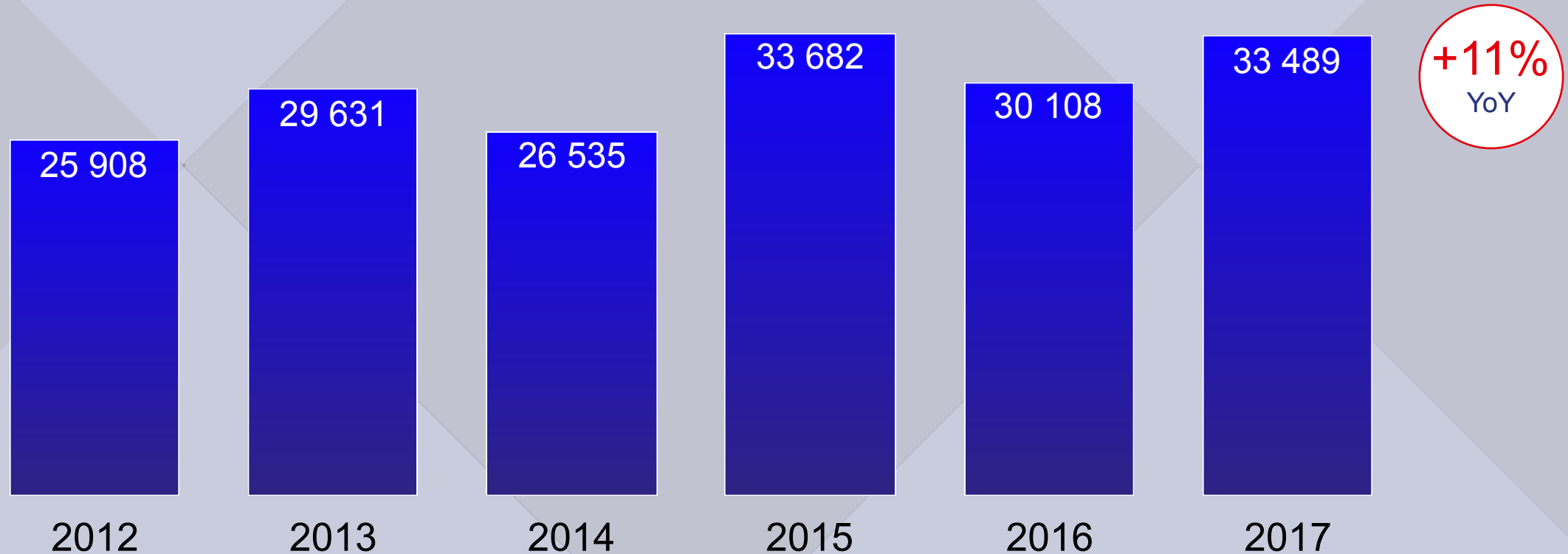
2017: Another record year for total investment projects

Change in number of projects in France



Resulting in more **jobs created or maintained**

Jobs created or maintained by international investors in France



France understands how critical international investment is

28,000 foreign companies based in France represent

11% of jobs (2 millions)

16% of total value added

21% of R&D spending

21% of French GDP

21% of jobs in the industrial sector

30% of all French exports

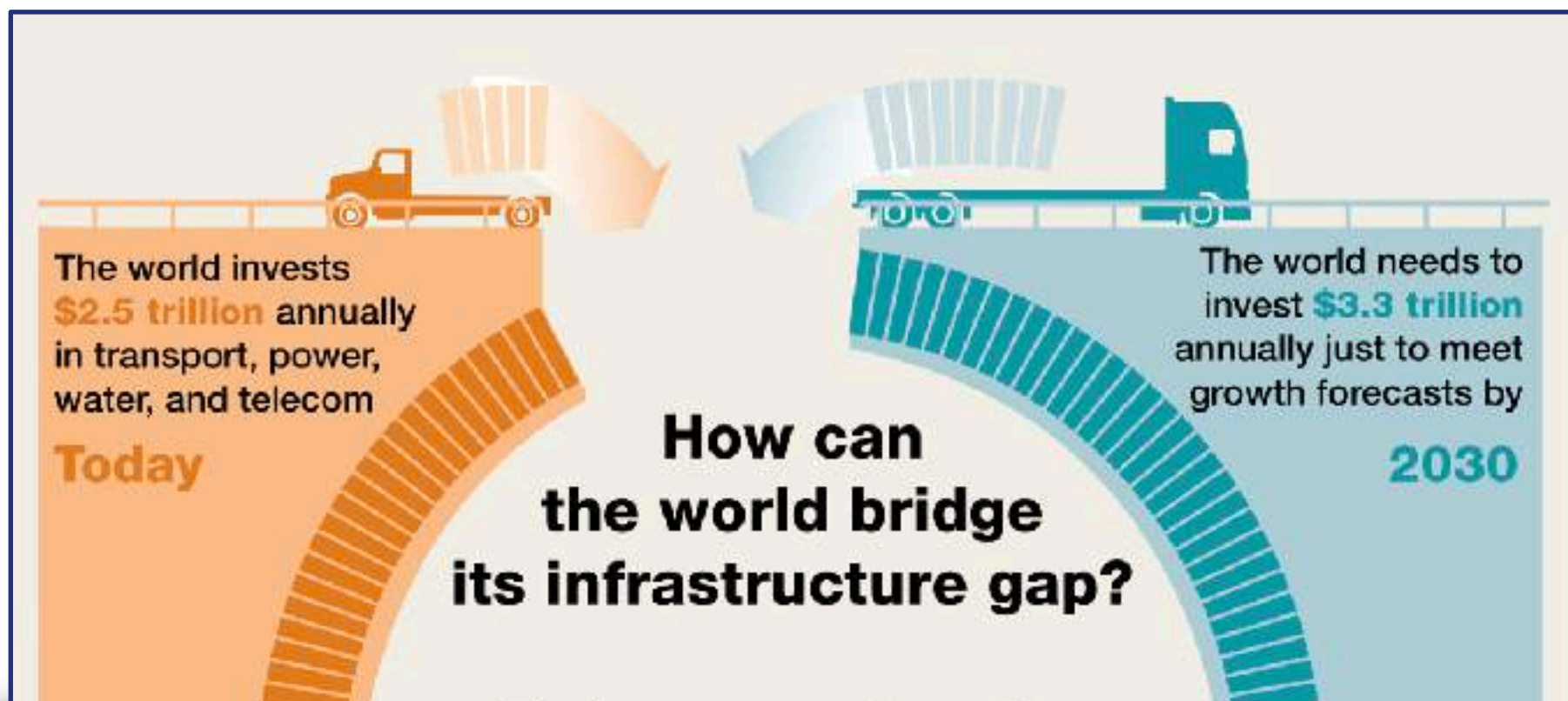
1. Quality of Infrastructures is becoming a recurring subject

Morandi bridge catastrophe



There is a clear worldwide **gap** in infrastructure spending

The \$800B infrastructure gap



Governments realise they can no longer procrastinate

Donald Trump built his campaign around a **\$1 trillion infrastructure plan**

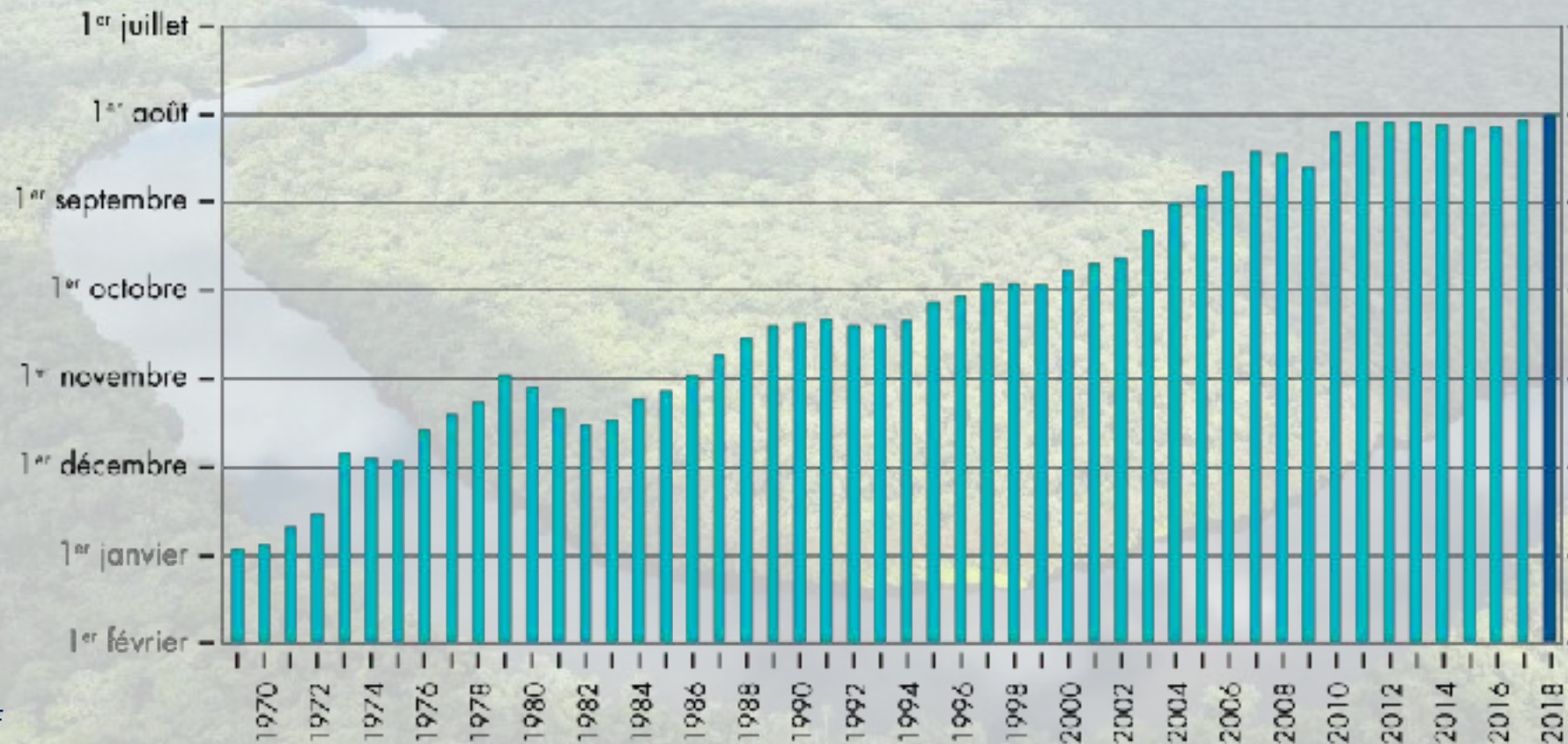


More
than **500**
projects



2. Environmental concerns are hotter than ever

Earth Overshoot Day, the date when we have used more than the planet can renew in one year, comes **earlier and earlier**



August, 1st
2018

The Paris Accords have set the tone

COP21 requirements are ambitious



Keeping global warming **below +1.5 degrees**



Every 2 years, sending a policy report to the UN



Every 5 years, strengthening commitments for reduced greenhouse gaz emissions



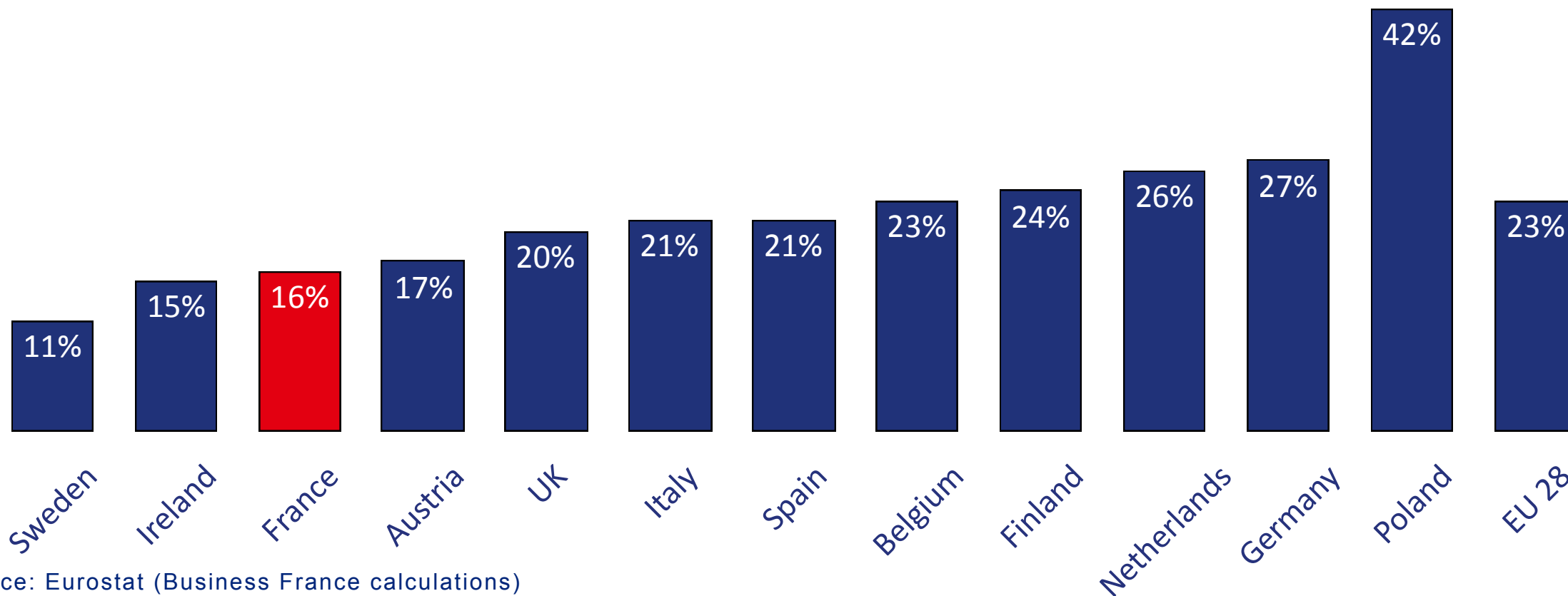
France is positioning itself at the frontline

September 26th 2018 : Emmanuel Macron named **Champion of the Earth** by the UNO



Developing a low carbon footprint economy

Carbon intensity per country in 2015: CO₂ emissions ÷ GDP

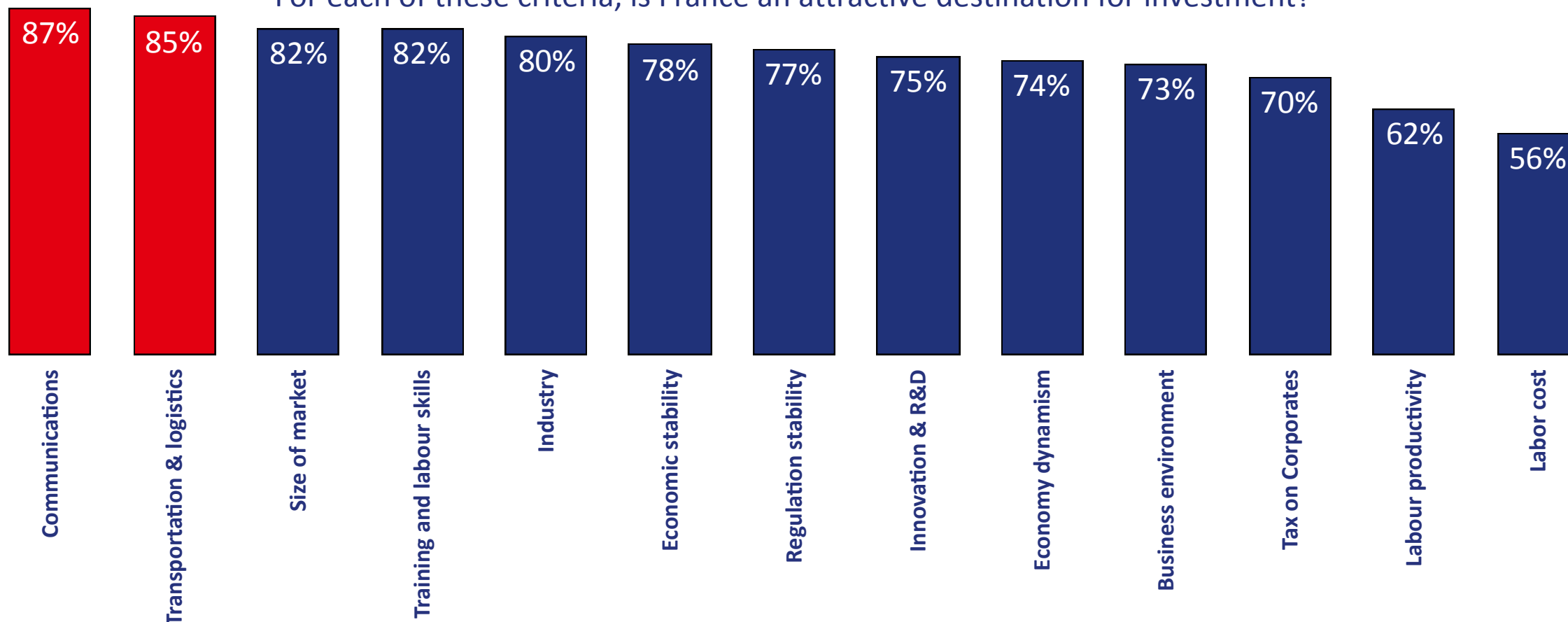


Source: Eurostat (Business France calculations)

3. Great infrastructure **attracts** more investment !

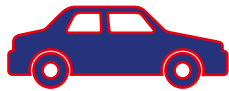
France's infrastructure is the #1 reason of satisfaction for foreign investors

“For each of these criteria, is France an attractive destination for investment?”



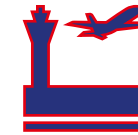
France has world-class infrastructures

1st



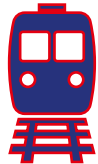
road network in Europe¹

2nd



busiest Airport in Europe

2nd



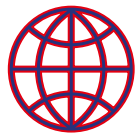
railway network in Europe¹

1st



harbour on the Atlantic coast

2nd



high speed home internet coverage in Europe¹

1st



electric supply worldwide²

France has some of the **world's best** infrastructures players

France has 3 of Europe's top 5 infrastructure players

1	Vinci	France
2	ACS	Spain
3	Bouygues	France
4	Skanska	Sweden
5	Eiffage	France

France has some of the **world's best** infrastructures players

Key French infrastructure players per domain



Telecommunications



Energy



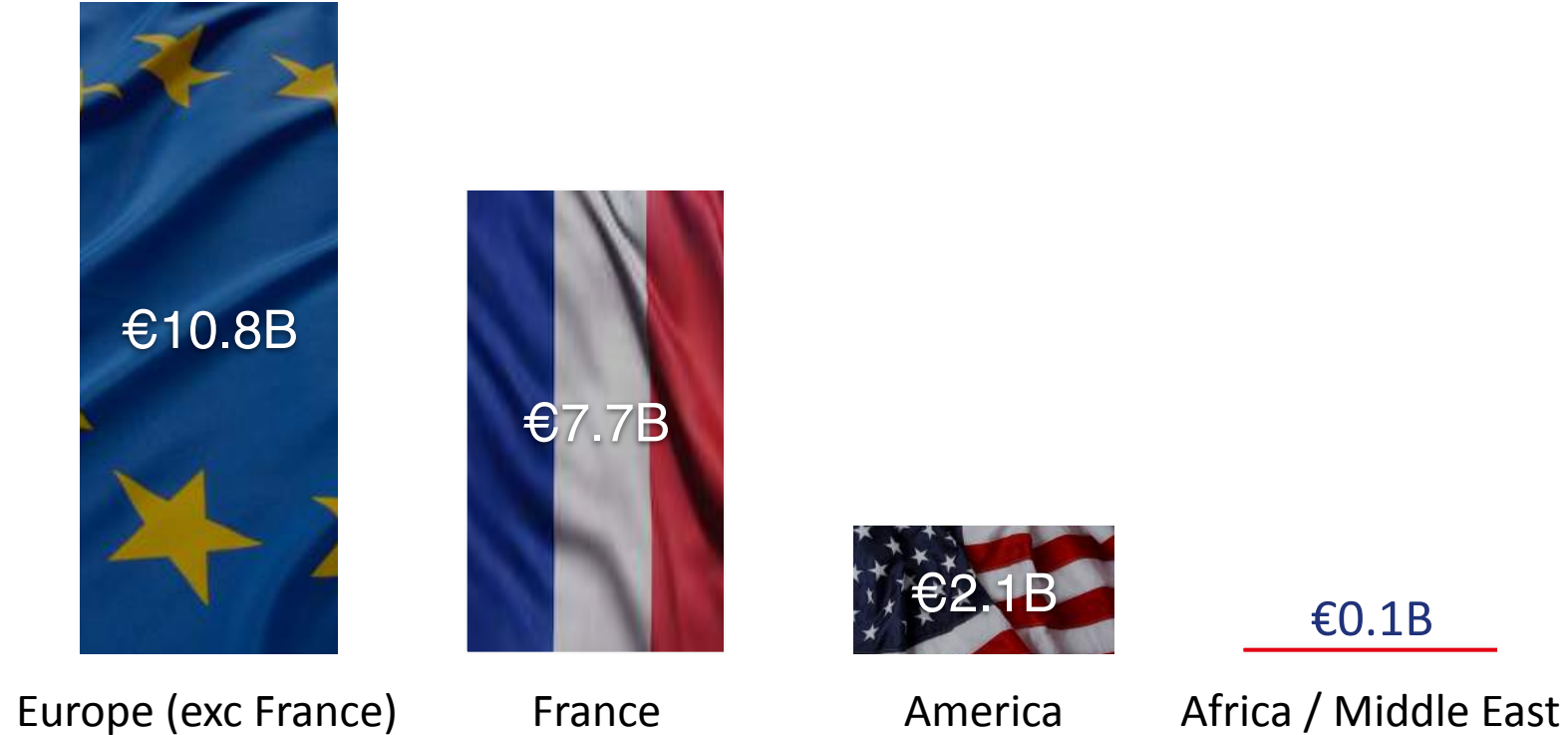
Real Estate



Transport / Construction

France is pouring money into infrastructure, at home and abroad

French capital investment by destination, in B€ (2017)



Showcasing French excellence at home



Viaduc de Millau by Eiffage

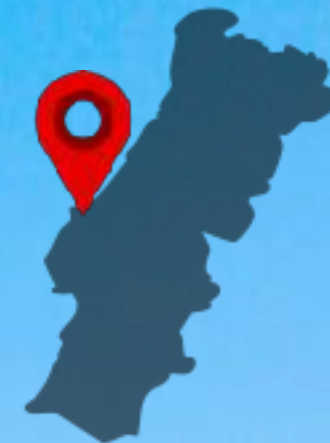


2 460 meters long
343 meters high
14 years planning
3 years building



Showcasing French excellence in Europe

Vasco de Gama bridge in Lisbon by Vinci

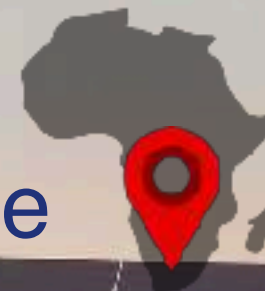


17 km long

824 meters of stay-cable bridge

50 millions of vehicles per year

3 ans de construction



Showcasing French excellence worldwide

Kathu Solar Park in Northern Cape, South Africa



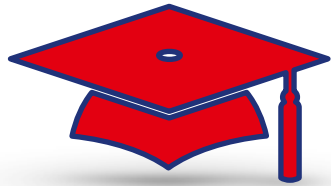
Capacity of **100 MW**

4.5 hours of thermal energy storage

Electricity supply to **179,000 homes**

Saving **6 million tons** of CO2 over 20 years

France is uniquely positioned to keep leading infrastructure



Talent Excellence



Projects Pipeline



Finance capital



Europe's logistic backbone



Benevolent government

France has one the best **talent** pools

France is a global leader in R&D

1 million engineers (as many as Germany)

38,000 graduate engineers per year

75,000 PhDs (of which 41% non-French)

13 Nobel prizes in physics

25% of Fields medals since 1923



France has a wealth of world-class infrastructure curriculum

Talents in infrastructure **engineering** and governance

École des Ponts et Chaussée :
world-class university chair in
infrastructure

École Polytechnique: world's best
talents in civil engineering and
transport

Sciences Po: France's top
governance school



France is uniquely positioned to lead in infrastructures



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The world's top global events roadmap



LE GOLF NATIONAL
FRANCE 2018



FORUM
de PARIS
sur la PAIX

- plateforme mondiale
- projets
- gouvernance



COUPE DU MONDE FÉMININE
FRANCE 2019



world skills
France



RUGBY
WORLD CUP™
FRANCE 2023



PARIS 2024


Hosting the Olympics in 2024 is just the start

Greater Paris project extends well after 2024



Grand Paris Express

200 km of new railway

4 additional metro lines

68 new stations

2 million passengers daily

partly operating by **2024**

done by **2030**

The development of clusters is creating massive infrastructure needs

The Paris-Saclay Innovation Hub: a **2 million m²** program



546 000 m²

Research and
Higher Education



600 000 m²

Economic development



Connected to the
future metro line 18
(Grand Paris Express)



452 000 m²

Home Real Estate



86 000 m²

Public infrastructures
and cultural facilities

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29th March 2019: Brexit kicks in



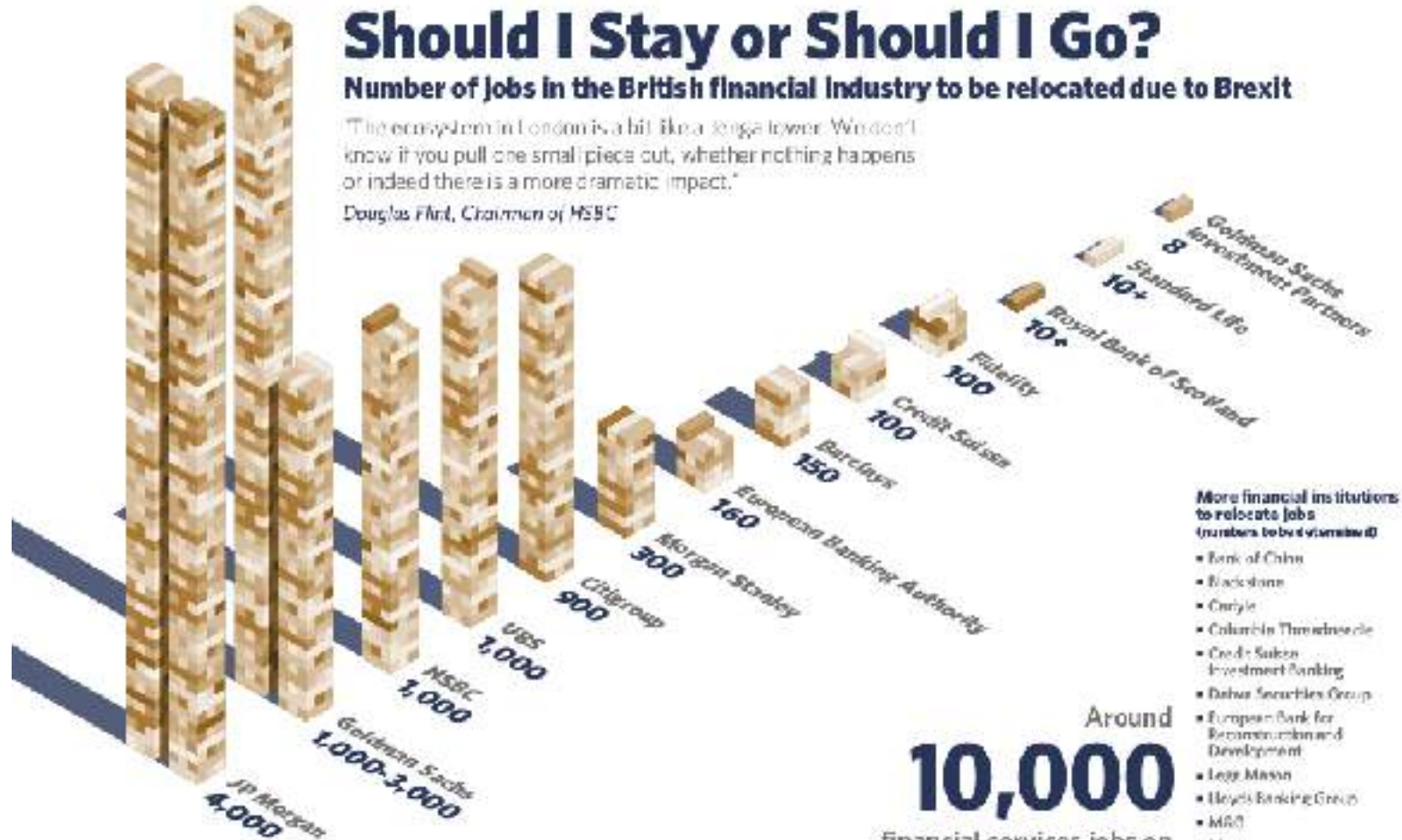
Talents and HQs are relocating

Should I Stay or Should I Go?

Number of jobs in the British financial industry to be relocated due to Brexit

"The ecosystem in London is a bit like a jenga tower. We don't know if you pull one small piece out, whether nothing happens or indeed there is a more dramatic impact."

Douglas Flint, Chairman of HSBC



More financial institutions to relocate jobs (numbers to be determined)

- Bank of China
- Blackstone
- Carlyle
- Columbia Threadneedle
- Credit Suisse Investment Banking
- Dalmeida Securities Group
- European Bank for Reconstruction and Development
- Legg Mason
- Hovis Banking Group
- M&G
- Morn
- Standard Chartered
- Sun Life of Canada

Around **10,000** financial services jobs on their way out of the U.K., more likely to follow

Sources: Bloomberg, China Daily, Lloyds, LVM, International Business Report, FT, Financial News, Financial Times, PONS, great source, Hirschmann, Lloyds, Lloyds, The Wall Street Journal, Standard Chartered, The Telegraph, The Sunday Telegraph, The Daily Telegraph, The Economist, The Herald, The Independent, The Times

France is getting positioned to become the financial gateway to Europe



**Passeport
Européen**



Reste du Monde
23 accords bilatéraux

**Paris
200 emplois**



Financial investors agree !

Articles published in September 2018

Le Monde

Citi veut faire de **Paris** sa base européenne à l'approche du Brexit

FINANCIAL TIMES

Paris set to **triumph** as Europe's post-Brexit trading hub

Le Monde

La French Tech profite des **vents porteurs** du Brexit

Bloomberg

Brexit Prompts JPMorgan, Deutsche Bank to Use **Paris** for Trades

FINANCIAL TIMES

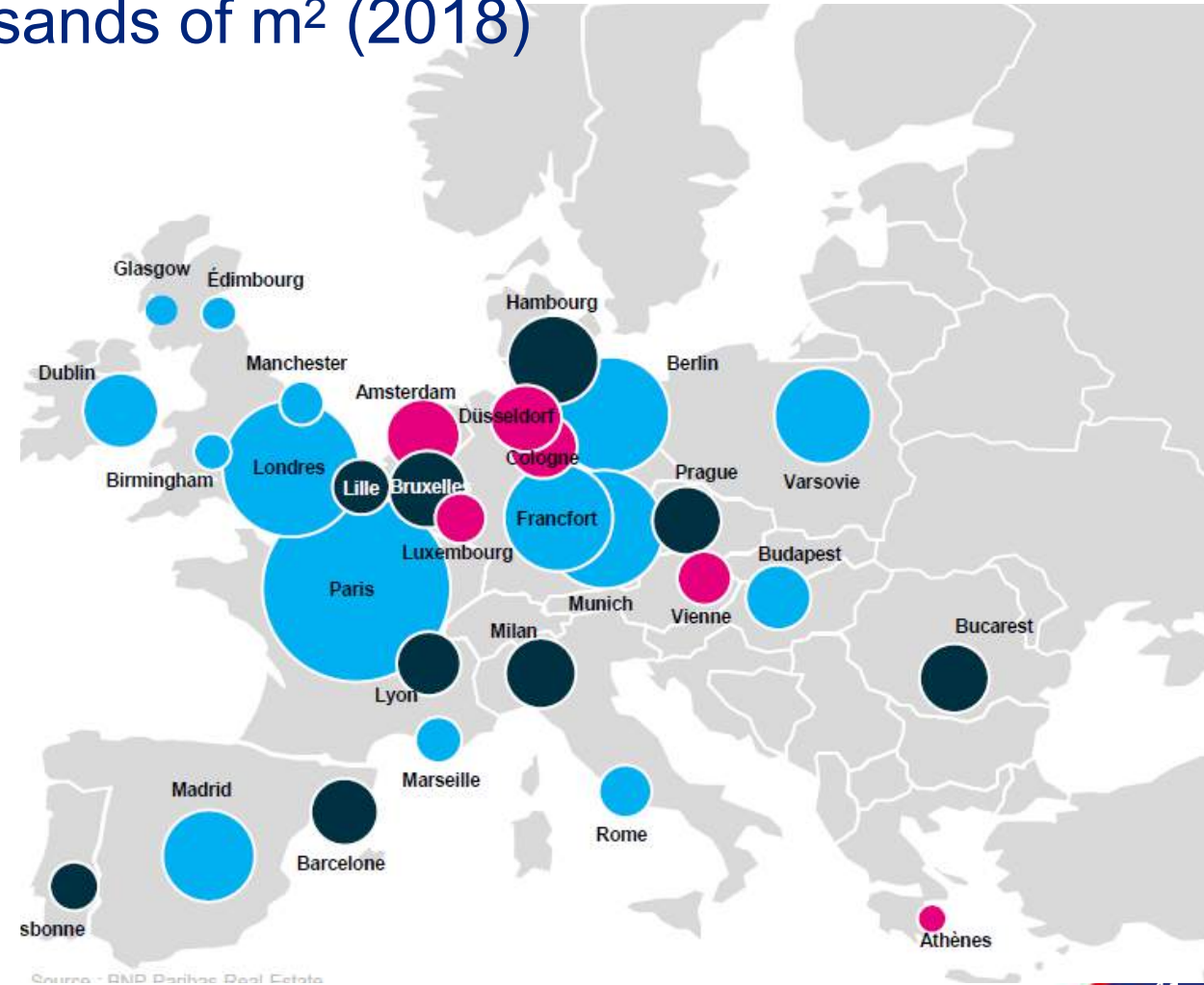
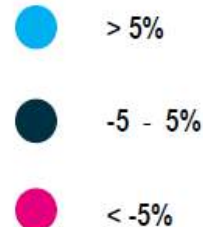
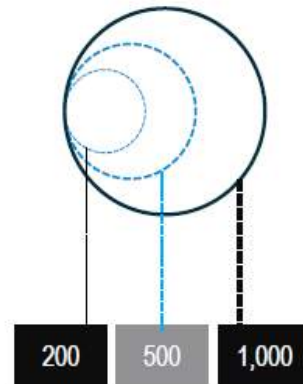
Aquis to set up venue in **Paris** because of Brexit

Europe's biggest market for office real estate and growing

Transactions in thousands of m² (2018)

10%
of the European Market

15%
growth YoY



Source - OGD Parisian Real Estate

France is uniquely positioned to lead in infrastructures



Talent Excellence



Projects Pipeline



Finance capital



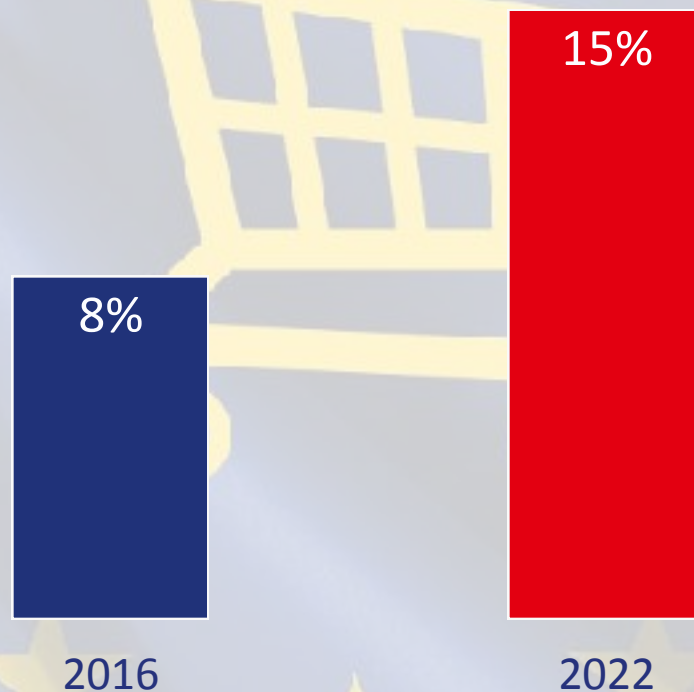
Europe's logistic backbone



Benevolent government

European eCommerce is booming

Ecommerce penetration rate in Western Europe





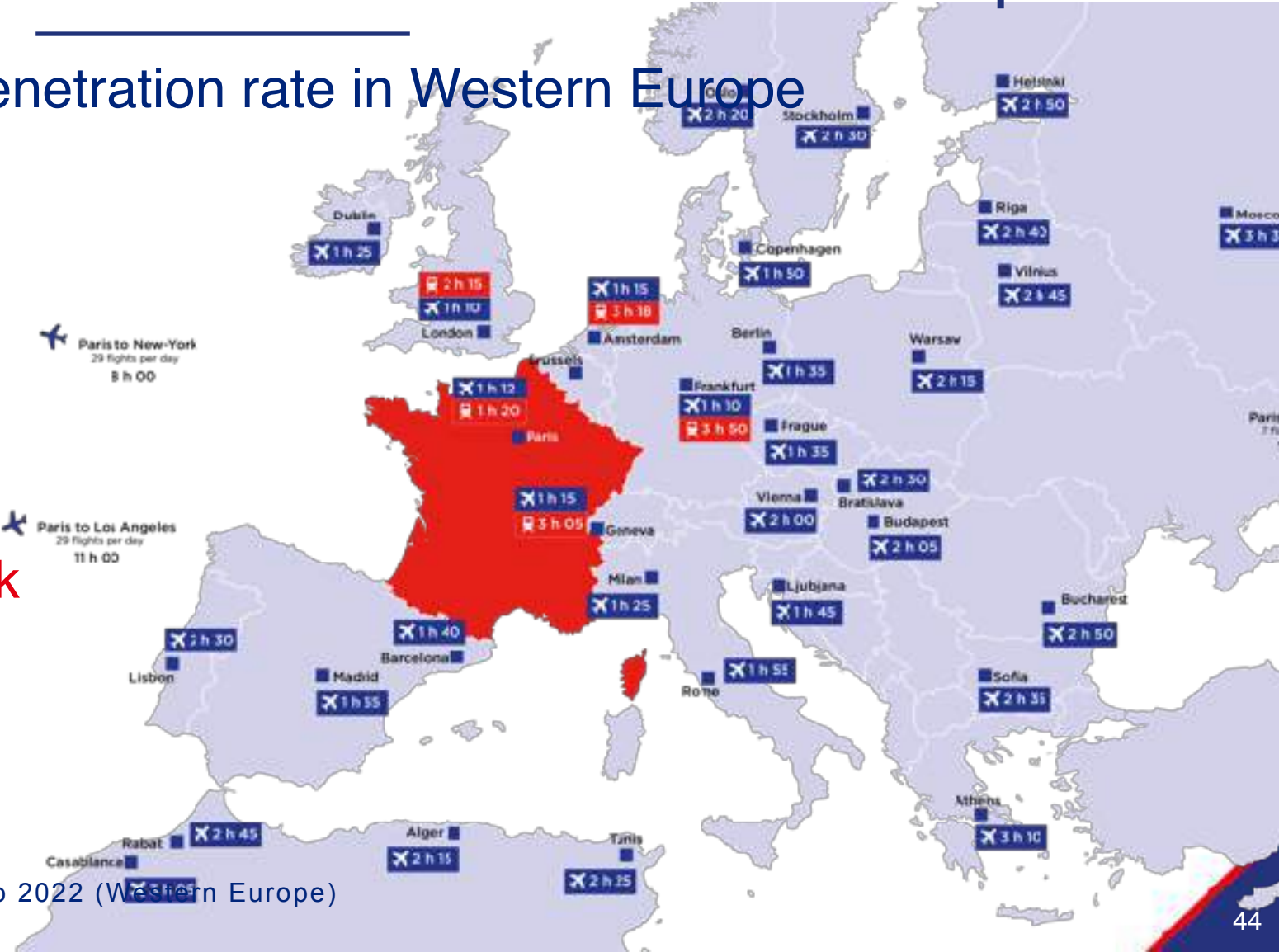
France will be the eCommerce backbone of Europe

Ecommerce penetration rate in Western Europe

2nd biggest market in Europe

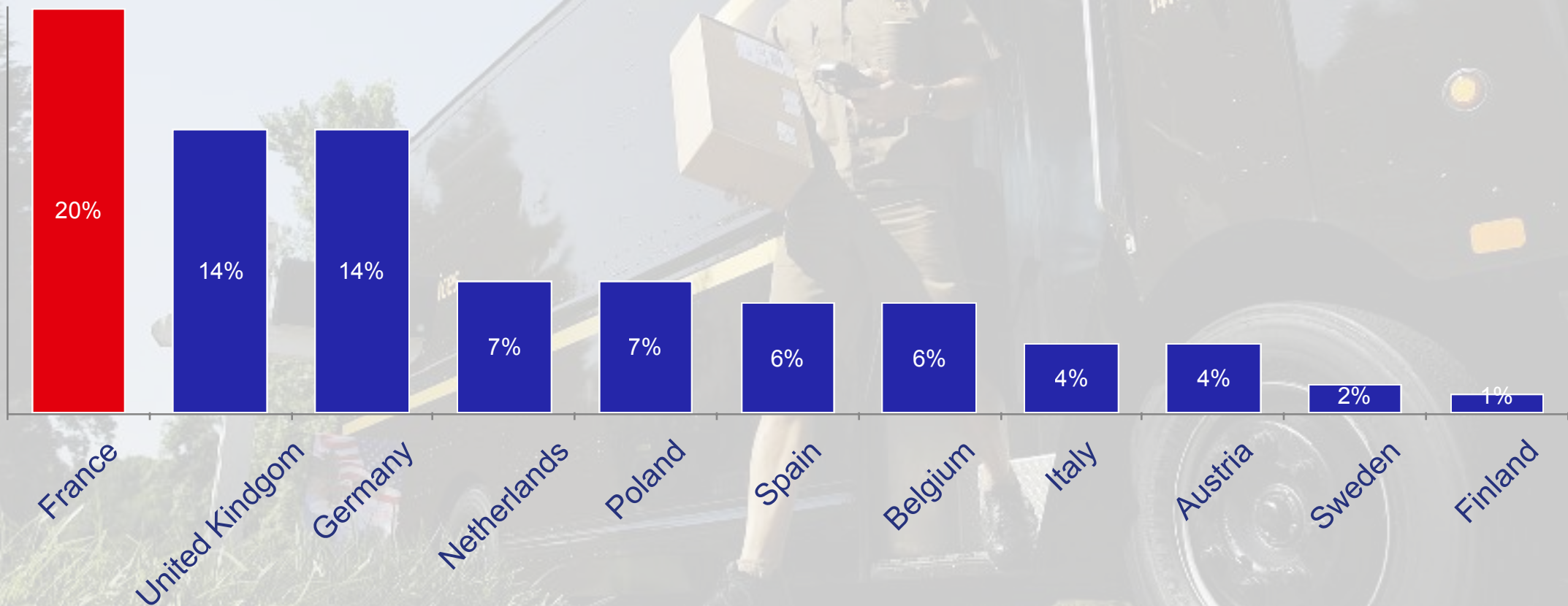
Access to 500 million consumers

Europe's top transportation network



Leading in **logistics** FDI projects

Share of logistics FDI to European countries, 2017 (in %)



Source: Business France, Tableau de Bord attractivité 2017

France is uniquely positioned to lead in infrastructures



Talent Excellence



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Europe's logistic backbone

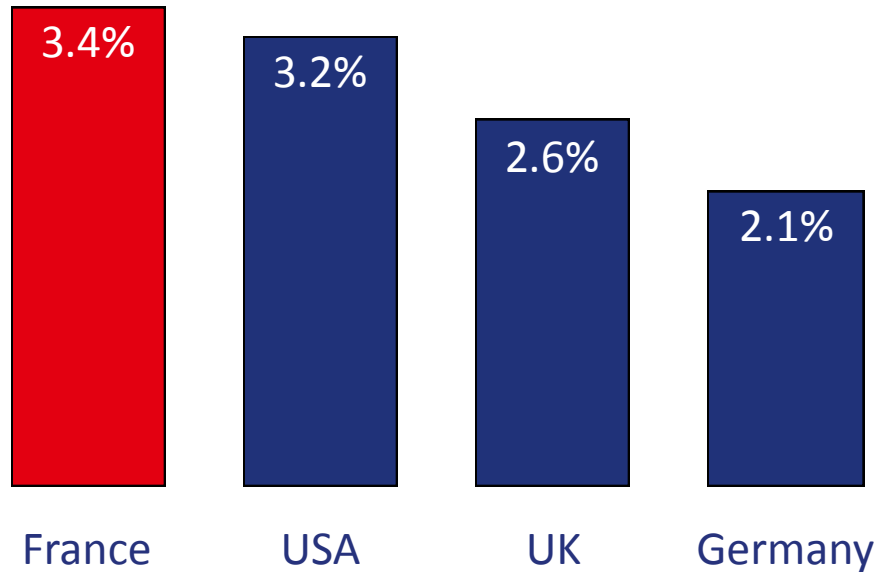


Benevolent government

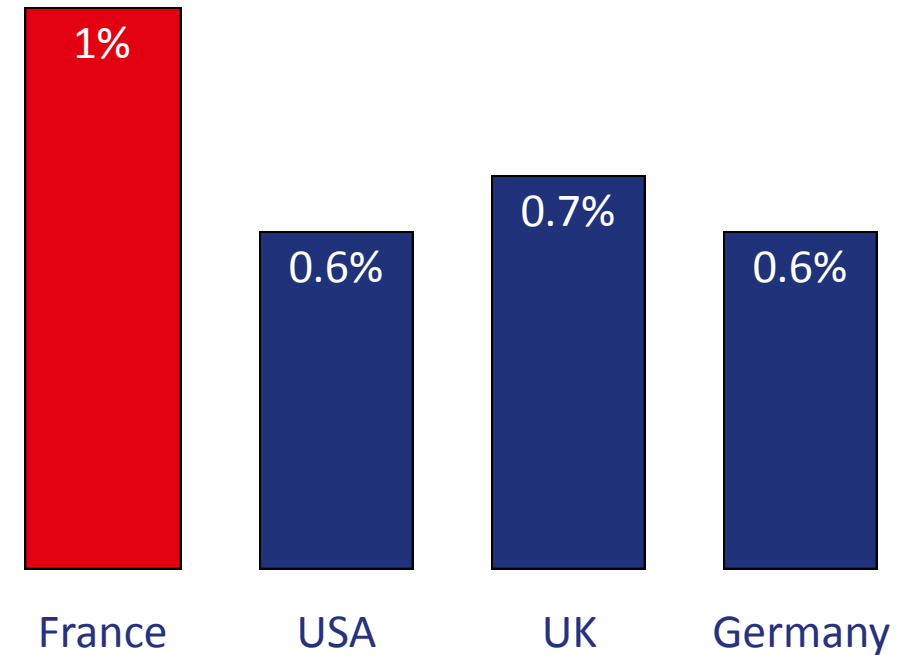
France is already **investing** more in its infrastructures

Public investment in infrastructures in developed economies

Public administration investment
(in % of GDP)

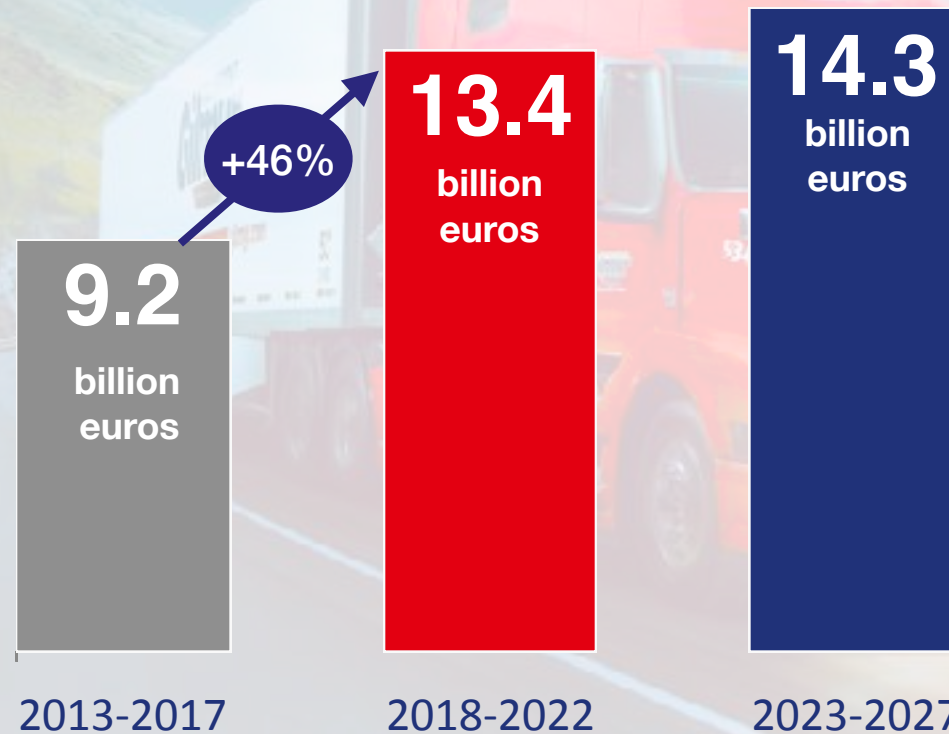


Public investment in transportation infrastructure
(in % of GDP)



Doubling-down on transport infrastructure

Five-year budget for transport infrastructure (September 2018)



Leveraging infrastructure to **lead in the digital age**

Plan France Très Haut Débit (2013 - 2022)



€20B

total investment to cover 100%
of France with **very high speed**
internet by 2022

56%

of households are eligible as
of June 2018

Leveraging infrastructure for a **greener economy**

Plan for climate and energy transition



23 steps to accelerate ecological transition, including:

€4B investment in **building restoration** to improve thermal insulation

Public Research for solar energy, battery technology, digital at the service of energy and transportation for the future

Supporting green infrastructures funds through Bpifrance

Support for electrical mobility infrastructures through a **sustainable mobility fund**

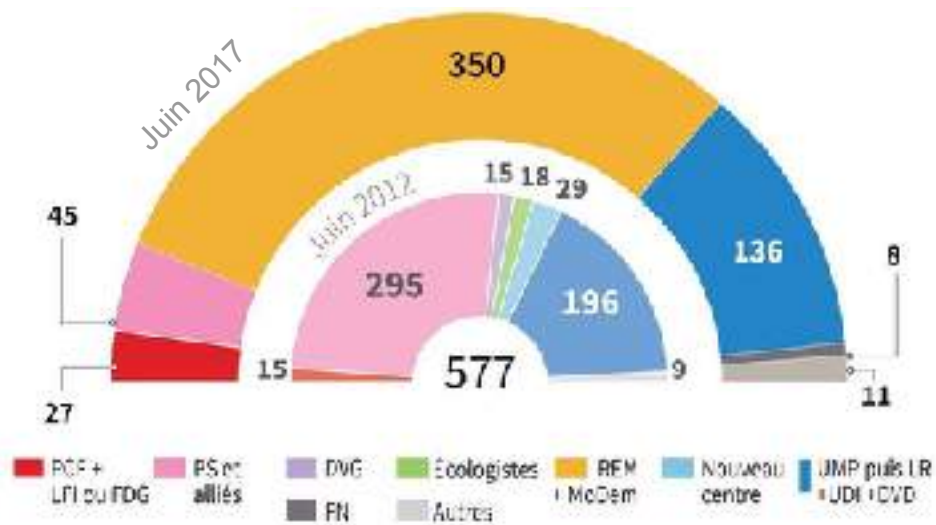
France, a country that dares transformation



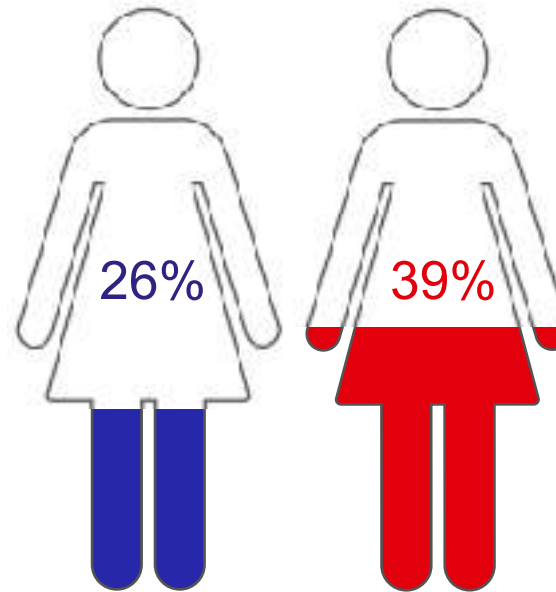
Act I: A **political landscape** transformation

The new, 75% replaced National Assembly

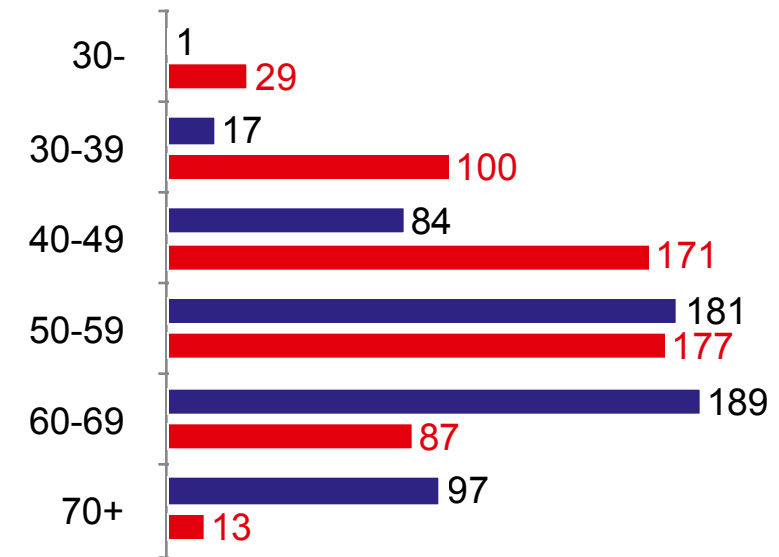
415 newcomers
in the National Assembly



Higher **Women**
representation



Younger
National Assembly



Average age

54

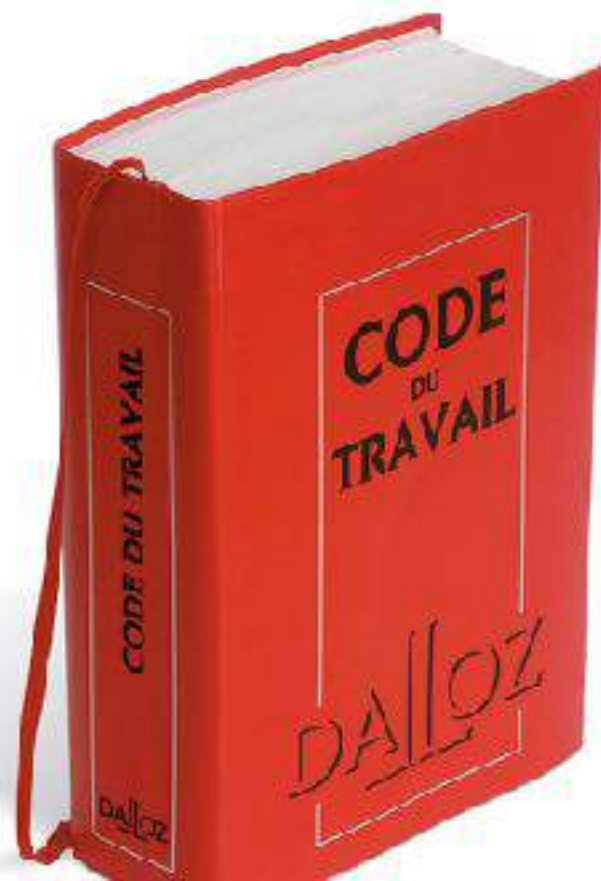
49

Act II: A **Social** transformation

Employment law reform, towards more Danish style “flexisecurity”

36

operational measures

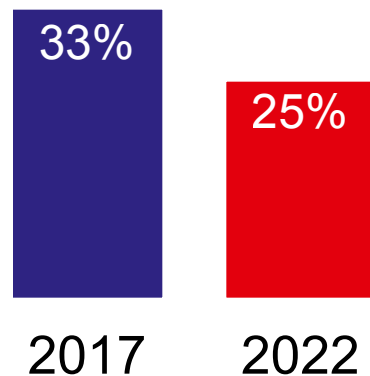


More **negotiation freedom** within the company

Greater flexibility when terminating an employment contract

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

Act III: Economic Transformation



Corporate taxation reform

Replacing **CICE**
with **lower employer contributions**

Social security costs

Single tax rate
30%
on capital income
from 2018

Flat tax reform

From **first-strike penalties**
to **support and advice**

Right to error

From a
wealth tax
To a
real-estate tax

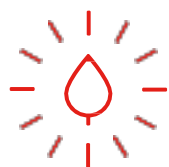
ISF abolition

Going back to
Entrepreneurial freedom

Exit Tax abolition

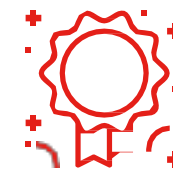
Act IV: **investing** for tomorrow

57 billion euros - The Big Investment Plan 2018-2022



€20B

Accelerating ecological transition



€15B

Building a skilled society



€9B

Creating the Digital State



€13B

Competitiveness through innovation

Act V: Modernising French public rail

The SNCF reform

€3.6B

investment to upgrade the railway system

Opening up the system to

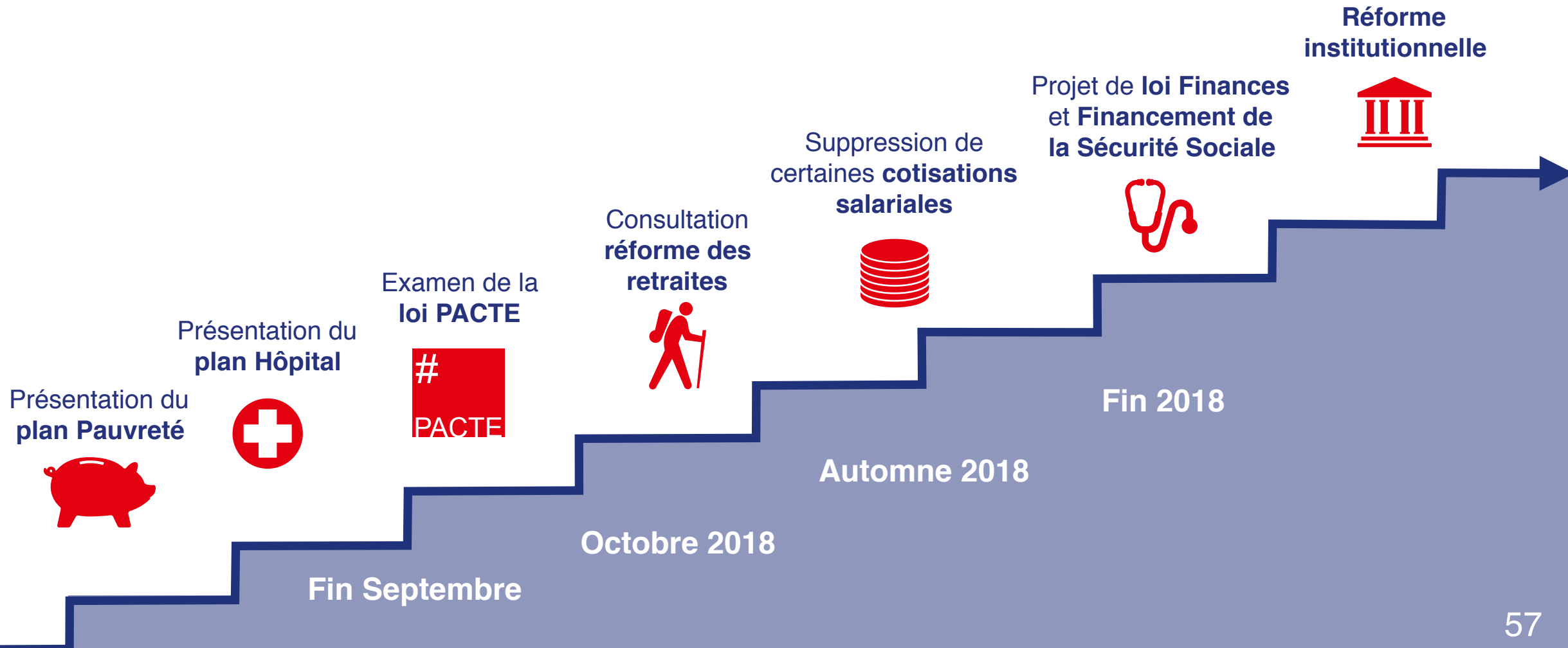
competition

Ending

special pension schemes

for railway workers

An ambitious reform calendar



Business France can help you identify investment opportunities

A few of our ongoing projects



The **Villers-Cotterêts royal castle**

Project : Cultural center to promote the French language

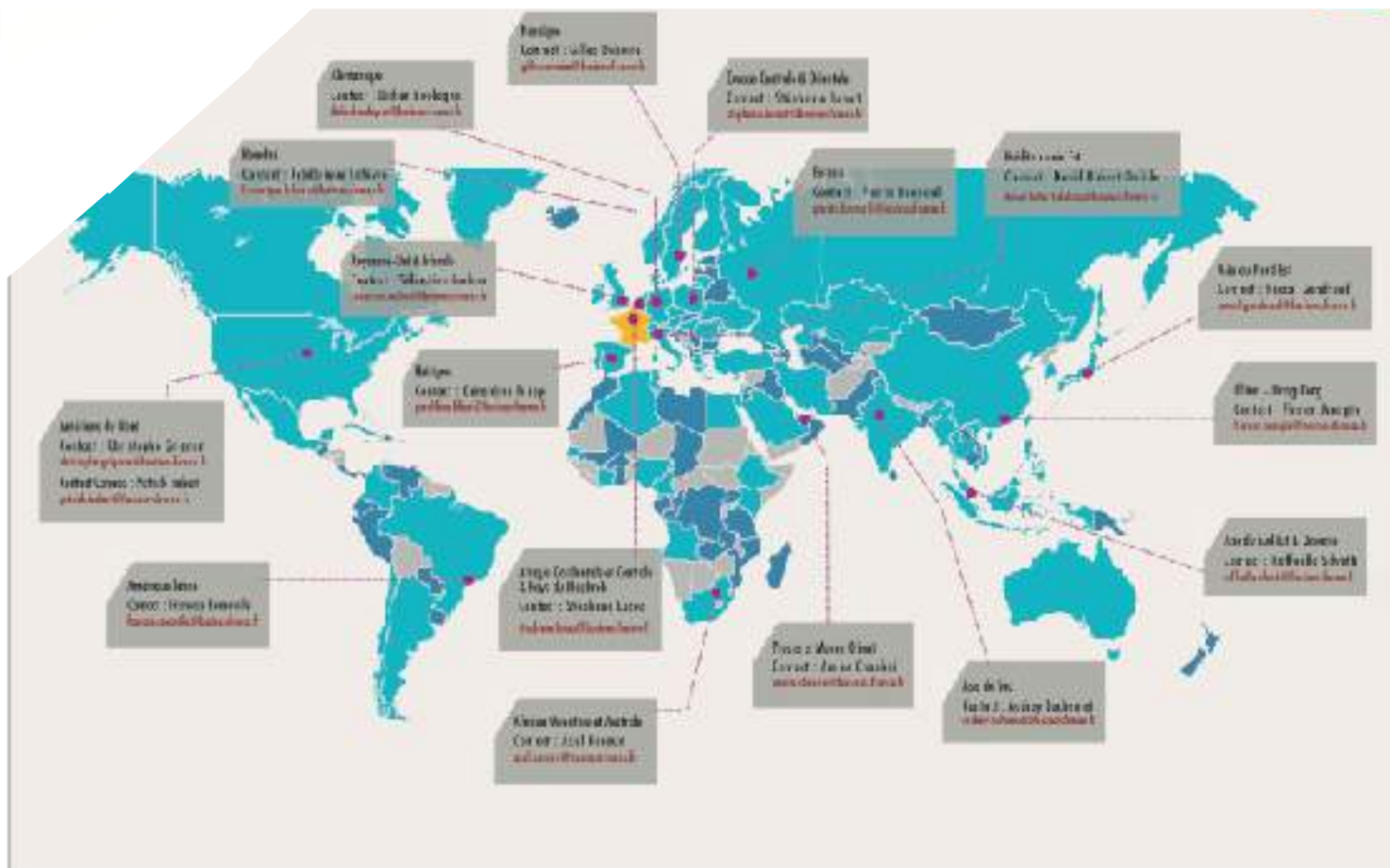


4 star hotel in the **Champagne vineyards**
exclusively dedicated to Champagne



A real estate complex in **Martinique**
Project: hotel, offices, conference center

Get in touch with your local Business France hub



Pascale Larivière (Paris)
Real estate & infrastructure
investment opportunities

Pascale.lariviere@businessfrance.fr

From a longstanding tradition of **French bashing**



"France is back !"

Country of the year 2017

The Economist reveals its
country of the year

*Is it sober Argentina, plucky South Korea or
revolutionary France?*



The Economist

France means Business

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