

Attractiveness of France Attractiveness of France Agribusiness

Its agricultural wealth and the innovation of its food businesses make France the world's leader in the production and export of processed foods.

Europe's leading agricultural and agrifood producer with 21.1% of EU turnover in 2002, France is Europe's leading exporter with 18% of total European exports. In every one of the main sub-industries, France occupies first, second or third place in Europe. So the French agrifood business offers some really good investment opportunities for foreign companies.

AN IDEAL PLATFORM TO TARGET THE EUROPEAN MARKET

The French agribusiness market benefits from an efficient infrastructure and highly secure logistics network. World leader in fresh produce logistics, France represents an ideal platform for investors wishing to develop their activities

France's Number 1 industrial sector

More than 300 foreign companies already present in France

2 global competitiveness clusters

The biggest agribusiness sector in Europe

418,500 people employed in agribusiness

across the European market, the destination for 72% of French agricultural and agrifood exports and with a growth potential which is being further enhanced by Europe's expansion to the East. What is more, the French market, offers an excellent testing ground for the European market as a whole. These benefits did not go unnoticed by Argentine company Dagrex which, with funding from its own government and the Inter-American Development Bank (IDB), chose

"The key factors behind locating « Green Giant » in France, apart from the region's excellent agro-climatic prospects, were the possibility of making this happen in partnership with an important player in the region's agriculture: the Coopérative de Pau."

Roland Walter, Vice President Supply Chain International General Mills.

France as the site for its first European hub for the importation and distribution of Argentine food products. The quality, the flexibility and the pronounced competitiveness of French logistics companies were key factors when deciding to locate its subsidiary Dagrex Europe on sites in Lille and Dunkirk.

A SUSTAINED RESEARCH AND DEVELOPMENT EFFORT

The French agrifood sector offers manufacturers one of the most attractive environments in Europe in terms of proven creativity and innovation in the food industry. This means that at extremely competitive rates, these companies can enjoy successful partnerships with public and private research centres, national agencies, education establishments, the 37 specialist regional technological hubs, the 400 food industry parts manufacturers and suppliers. With 17 competitiveness clusters (including 2 global clusters) dedicated to processing agricultural and food products, France is becoming increasingly attractive as host

to the global research centres of the sector's multinational players. Coca Cola Company chose France for the global launch of its latest brand new product Cola Cola BlaK and to relocate its group European headquarters.

FOREIGN INVESTMENTS: ALMOST 2,000 DIRECT JOBS

Foreign investments total 128 agribusiness groups with over 500 jobs employing 81,300 staff. Every year in France they create almost 2,000 direct jobs. With the aim of becoming Europe's leading producer of breakfast cereals by 2011, German company H&J Bruggen KG based its European development on two subsidiaries, one established in Poland in 2001, for Central and Eastern Europe and the other in France (Thiais), in 2005, for its Southern European markets. France's benefits in terms of the quality of its raw materials, the competitiveness of its logistics and local employment costs, to encourage and keep businesses investing in France are considerable.

