

Attractiveness of France Attractiveness of France Logistics

France, a fluid and vibrant market facing the world.

Every country likes to see itself as an uncontested geographical hub. France has some irrefutable arguments to support this. A bridge between Northern Europe and the Mediterranean, Atlantic-facing, the only country connected to the largest economies in Europe – the United Kingdom, Germany, Italy and Spain – France undoubtedly occupies a key place in a market of 450 million consumers with massive spending power, all within a 2,000 km radius of its capital. Why did FedEx, the world leader in express transport, choose France as the site for its European hub, the largest outside the USA? Because of the country's strategic position; for Roissy Charles-de-Gaulle airport in Paris, one of the major European airports; for the quality of the road and motorway

A market worth 120 billion euros
5 million employees across Europe, 800,000 in France
10,400 km of motorways
1 national competitiveness cluster

27 main airports, including 6 offering international flights to 130 countries
Access to 456 million consumers in less than 48 hours

network, one of the 3 best in the world after the USA and Germany; for land availability which gave the North American company 77,000 m² to process its European traffic every day, some 750 tonnes of packages going from or to 215 countries worldwide.

For similar reasons, after Toyota, Daimler-Chrysler chose Valenciennes in Northern France as the location for its component distribution centre. France offers all the best conditions necessary for the expansion of logistics companies, whether on a national or international scale. This is because its companies have taken on board the prerequisites of "just in time" and "zero stock" It is also because of its retail and distribution sector, which today is an international benchmark on account

of its organisation and internationalisation. But above all, it is because of the quality of the networks criss-crossing the country and connecting France to its neighbours and to the rest of the world.

The road is still a preferred medium for goods transport, with almost 10,000 km of roads which are among the best maintained in Europe. From warehouses located in the Nord region or on the Ile-de-France, today it is possible to service a client anywhere in Europe within 24 hours.

Aviation in France is arguably the safest and quickest means of transport. In addition to the two major airports in the Paris area, Roissy and Orly, there are almost 190 other airports across France. Facing decline in most Western countries, in France rail transport

is enjoying a real resurgence due to the TGV (high speed train) Transporting passengers in total comfort at up to 300 kph, the TGV is the fastest train in the world.

VERY COMPETITIVE BENEFITS

Logistics experts have developed modern logistics hubs across France, with top quality technical and operational standards: landscaped settings, the latest generation of buildings, shared services (Garonor, Prologis, Magna park, Gazeley, Distripole, PRD, GSE) etc. They enjoy the support of national and local governments who work with them to develop as companies and ensure they invest further in France. In addition, France has a massive number of modern warehouse facilities where the rent is among the lowest in Western Europe. The Paris region, which is one of the main business zones in Europe, has 20 million m² of warehousing with rent that is over three times cheaper than you would find in London.

"Our location in Alsace has dual benefits: we are closer to our French clients because we offer them a quality service and can locally hire a qualified bilingual workforce who are vital to provide the technical interface with the factory at our head office based in Bochum."

Bertrand Juchs, Director, Westfalia Solutions Logistiques.