

Austria

In 2010, the number of Austrian investment projects in France rose sharply by 60%. With 16 new projects, Austria was the 13th largest investor in France.

Austrian companies in France

There are more than 290 Austrian companies doing business in France, employing over 20,900 people. The 16 projects announced in 2010 will help to maintain or create around 464 jobs.

Investments by Austrian companies were made primarily in production activities (31%) and business-to-business services (31%).

France as a recipient in Europe of Austrian investment

In 2009, France was the fourth largest recipient of job-creating investment from Austria, after Germany, Romania and Hungary, receiving 8% of Austrian projects in Europe.

Selected investment projects in 2010

- **RED BULL:** Austrian group Red Bull, which makes and sells energy drinks, decided to open two new locations in France: an office employing 20 people in Lyon (Rhône-Alpes region) and another office with 15 employees in Nantes (Pays de la Loire region).
- **MAYR-MELNHOF PACKAGING INTERNATIONAL:** this company specializing in manufacturing cardboard packaging for the agri-food and health industries has decided to upgrade its processing line in the next few years. It recently completed a major new portion of its €15 million investment plan at its production plant in the Bourgogne (Burgundy) region and intends to create 90 jobs.
- **PESSL INSTRUMENTS:** Austrian company Pessl Instruments and Promété in Narbonne created a joint company, Metos Instruments, with Pessl retaining an 80% share. The project entails manufacturing scientific equipment to measure environmental parameters in soil, water and air. It is expected to create 10 jobs.

FLOW

Number of projects (IFA):

16

Number of jobs (IFA):

464

STOCK

Number of investment sites in France (Orbis):

291

Number of employees (Orbis):

20,968

Stock of FDI in France as of Dec 31, 2009: (Banque de France)

€3.2 billion
17th place

Number of companies in the Forbes 2000:

12

(1) Data extracted February 17, 2011

DISTRIBUTION OF PROJECTS BY BUSINESS ACTIVITY

BUSINESS ACTIVITIES	2007	2008	2009	2010	SHARE OF TOTAL	SHARE OF THIS ACTIVITY*
Production / Manufacture	6	7	4	5	31%	2%
Business-to-business services	5	1	2	5	31%	3%
Decision-making center	0	1	1	4	25%	3%
Logistics	1	1	-	2	13%	5%
Retail outlets	1	-	-	-	-	-
R&D, engineering, design of which R&D	1	-	-	-	-	-
Business-to-consumer services	-	-	3	-	-	-
Total	14	10	10	16	100%	2%

* Share of Austrian investments in the total number of investments for each activity

DISTRIBUTION OF PROJECTS BY BUSINESS SECTOR

BUSINESS SECTOR	2007	2008	2009	2010	SHARE OF TOTAL	SHARE OF THIS SECTOR *
Machinery and mechanical equipment			1	3	19%	7%
Agri-food, agriculture and fishing		1	3	2	13%	5%
Construction, construction materials	4	1		2	13%	10%
Transport, storage	1			2	13%	6%
Glass, ceramics, minerals, wood, paper		1	1	2	13%	8%
Chemicals, plastics	2		1	1	6%	3%
Energy, recycling and other concessions of which renewable energy	1	2	1	1	6%	1%
Electrical, electronic, IT equipment				1	6%	3%
Software and IT services	1		1	1	6%	1%
Metals, metalworking	1	2		1	6%	5%
Furnishings, household goods	1				-	-
Other service activities			1		-	-
Electronic components	1				-	-
Automotive industry	1				-	-
Hotels, tourism and catering			1		-	-
Aerospace, naval and railway materials		1			-	-
Financial services, banking, insurance	1				-	-
Textiles, industrial textiles, clothing and accessories		2			-	-
Total	14	10	10	16	100%	2%

* Share of Austrian investments in the total number of investments in each business sector.

Key: In 2010, 19% of Austrian investment projects in France were in the machinery and mechanical equipment sector. 7% of foreign investments in the machinery and mechanical equipment sector were made by Austrian companies.

DISTRIBUTION OF PROJECTS BY HOST REGION

HOST REGION	2007	2008	2009	2010	SHARE OF TOTAL	SHARE OF REGIONAL INVESTMENT*
Alsace	2	2	1	4	25%	13%
Rhône-Alpes	1	3	3	4	25%	3%
Ile-de-France (Paris region)	5	1		3	19%	1%
Aquitaine		2		1	6%	3%
Bourgogne (Burgundy)				1	6%	10%
Languedoc-Roussillon		1		1	6%	8%
Pays de la Loire	1			1	6%	5%
Provence-Alpes-Côte d'Azur	1		1	1	6%	2%
Bretagne (Brittany)			2		-	-
Centre	1				-	-
Franche-Comté	2				-	-
Lorraine			1		-	-
Midi-Pyrénées		1	1		-	-
Nord-Pas de Calais	1		1		-	-
Total	14	10	10	16	100%	2%

* Share of total Austrian investment in the total number of investments in each region.

NB: The IFA and France's regional development agencies have not recorded any job-creating Austrian investment projects in 2007-2010 for the following regions: Poitou-Charentes, Auvergne, Basse-Normandie, Haute-Normandie, Limousin, Champagne-Ardenne, Corse (Corsica) and the "DOM-TOM" overseas territories.

Key: In 2010, 25% of Austrian investment projects in France were located in the Alsace region. Austrian investments accounted for 13% of job-creating foreign investment projects in the Alsace region.

DISTRIBUTION OF PROJECTS BY INVESTMENT TYPE (%)

