



PRESS RELEASE

France, the most competitive for business start-up costs among the largest European countries

Paris, 17th April, 2008 - The guide for location of companies that KPMG has published: "Competitive alternatives 2008", measures the competitiveness of 100 cities in ten countries in Europe, North America and NAFTA countries. It places France at the forefront for competitive business costs.

France is playing its cards right. In fact, with regard to costs associated with an industrial project, France finds itself at the top, with its most advantageous costs among European countries (index 103.6 out of 100 representing USA), less than costs in Italy (107.9), the Netherlands (107.3) and Great Britain (107.1), while Germany achieves 116.8.

Concerning the labour costs, a key element as on an average it represents 58% to 74% of the total costs for manufacturing companies and between 79 and 88% for service companies, France is classified first in Europe for most competitive salaries.

"This very detailed and serious study, based on concrete projects, shows that France is very competitive with regard to business start-up costs in relation to our big neighbours. Paris, which is an attractive location for headquarter, remains highly ranked for costs that are clearly less than those of Frankfurt or London", emphasizes Philippe Favre, President of AFII.

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