

# DIRECT FOREIGN INVESTORS' PERCEPTIONS OF FRANCE'S ATTRACTIVENESS



GAME CHANGERS



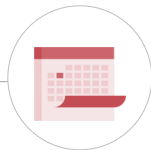
# SURVEY DETAILS



## Sample

**200 executives of foreign-owned companies in France** with 250+ employees.

Quotas for industries and company sizes.



## Field dates

24 September to 9 November 2020.



## Methodology

Both online and CATI interviews.



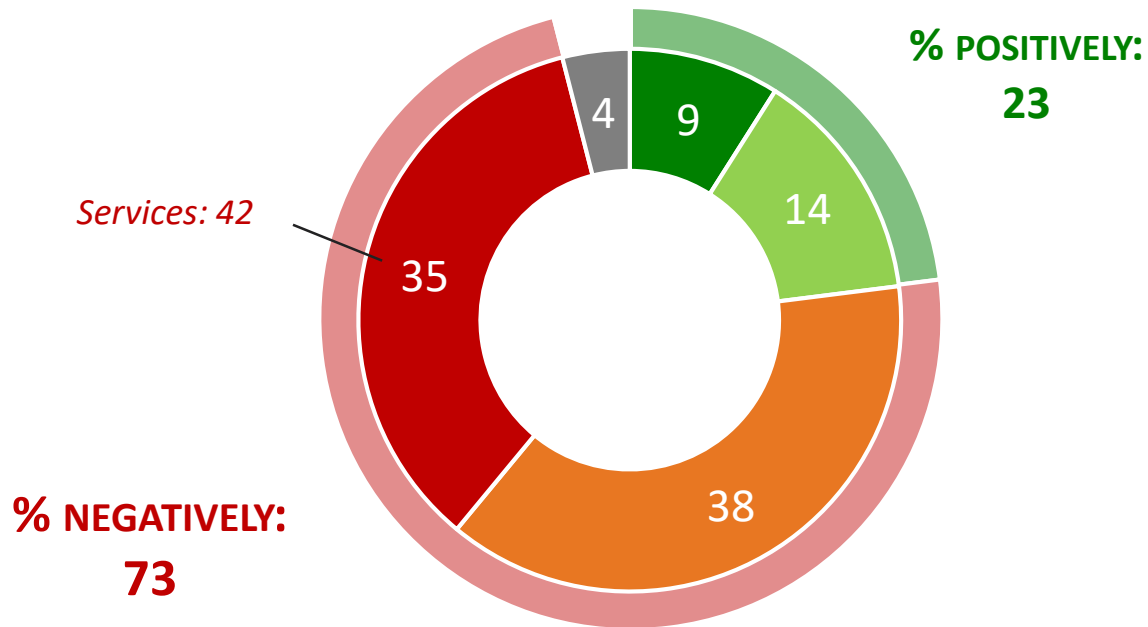
Comme pour toute enquête quantitative, cette étude présente des résultats soumis aux marges d'erreur statistiques.  
Ce rapport a été élaboré dans le respect de la norme internationale ISO 20252 « Etudes de marché, études sociales et d'opinion ». *Il a été relu par Federico Vacas, Directeur Adjoint du département Opinion.*

# THE IMPACT OF THE CRISIS

- *Question: How has the ongoing crisis impacted your business in France?*



BASE: ALL



VERY POSITIVELY

SOMEWHAT POSITIVELY

SOMEWHAT NEGATIVELY

VERY NEGATIVELY

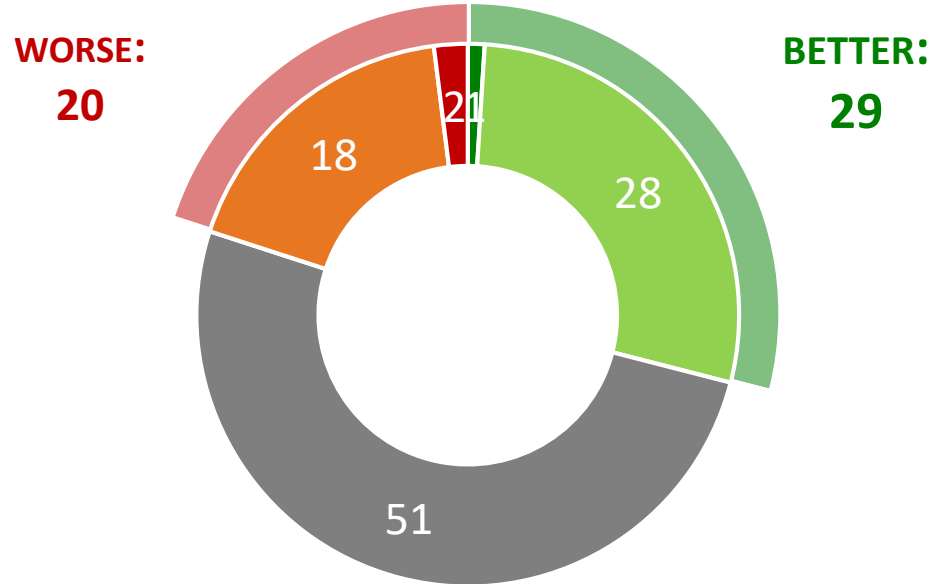
NO REAL IMPACT

## COMPARISONS WITH SUBSIDIARIES IN OTHER COUNTRIES

- Question: How did your subsidiaries in other countries fare on average in comparison with your French subsidiary?*



BASE: ALL



MUCH BETTER

SOMEWHAT BETTER

NEITHER BETTER, NOR  
WORSE

SOMEWHAT WORSE

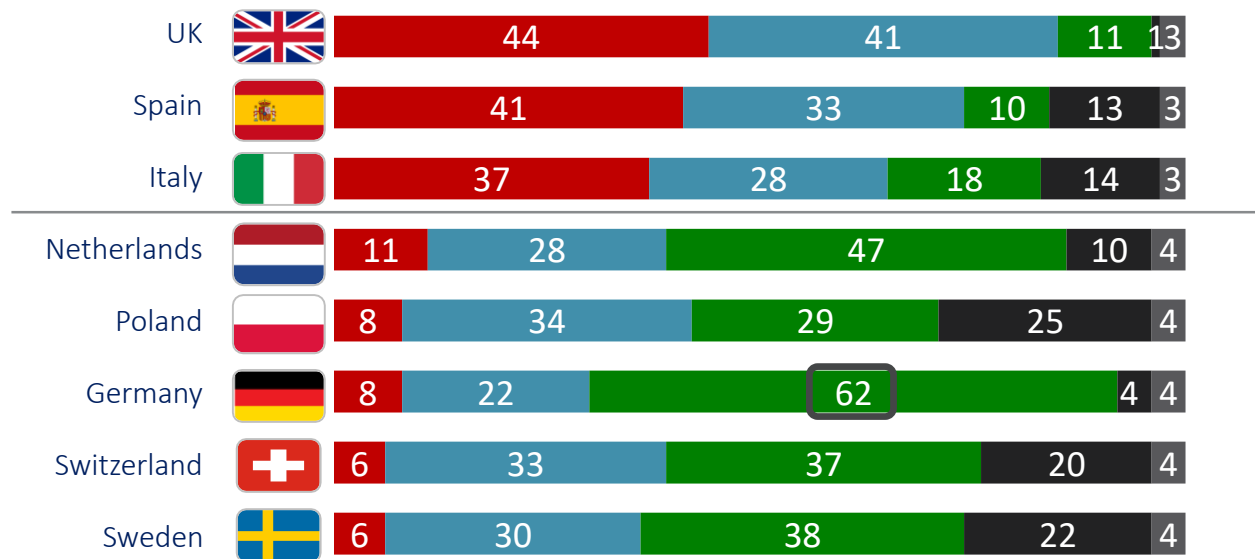
MUCH WORSE

## THE IMPACT OF THE CRISIS: Comparisons across countries

- Question: For each of the following countries, was the local subsidiary there more or less impacted than your subsidiary in France?*



BASE: ALL



MORE

NEITHER MORE, NOR LESS

LESS

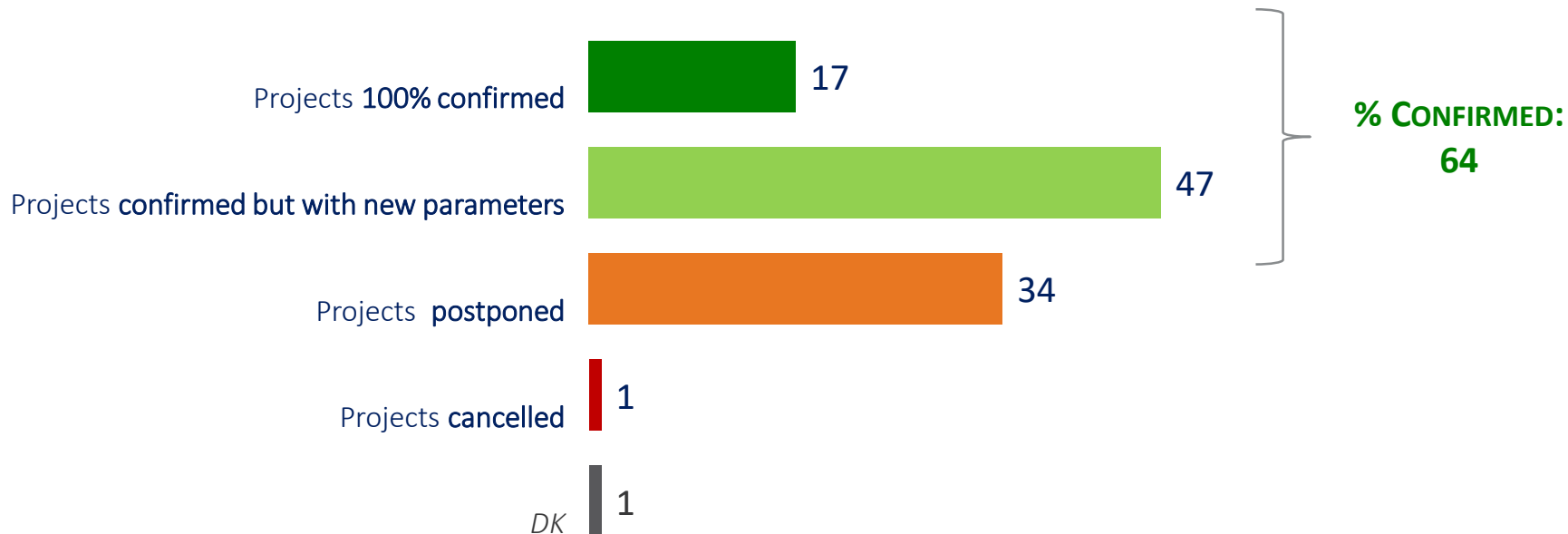
NO SUBSIDIARY IN THIS  
COUNTRY

DON'T KNOW

# THE IMPACT OF THE CRISIS ON SHORT-TERM INVESTMENT PROJECTS IN FRANCE

- Question: How did the crisis impact your short-term investment projects in France?*

 BASE: ALL

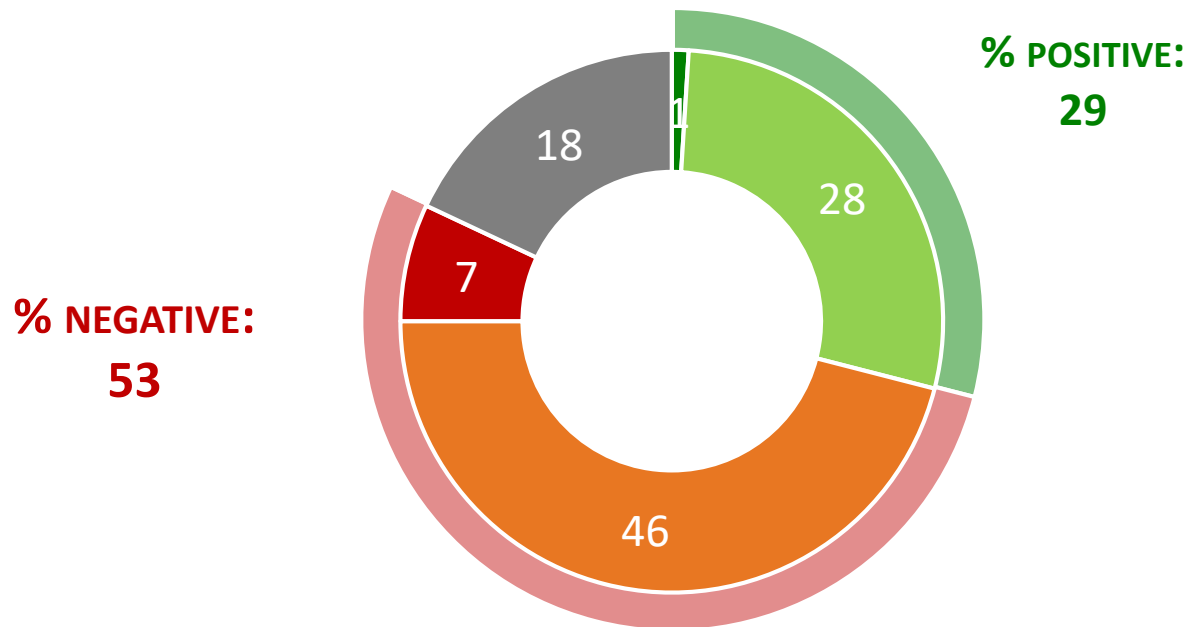


# THE IMPACT OF THE CRISIS ON FRANCE'S ATTRACTIVENESS

- Question: How do you anticipate the overall impact of this global crisis on France's attractiveness?*



BASE: ALL



VERY POSITIVE

SOMEWHAT POSITIVE

SOMEWHAT NEGATIVE

VERY NEGATIVE

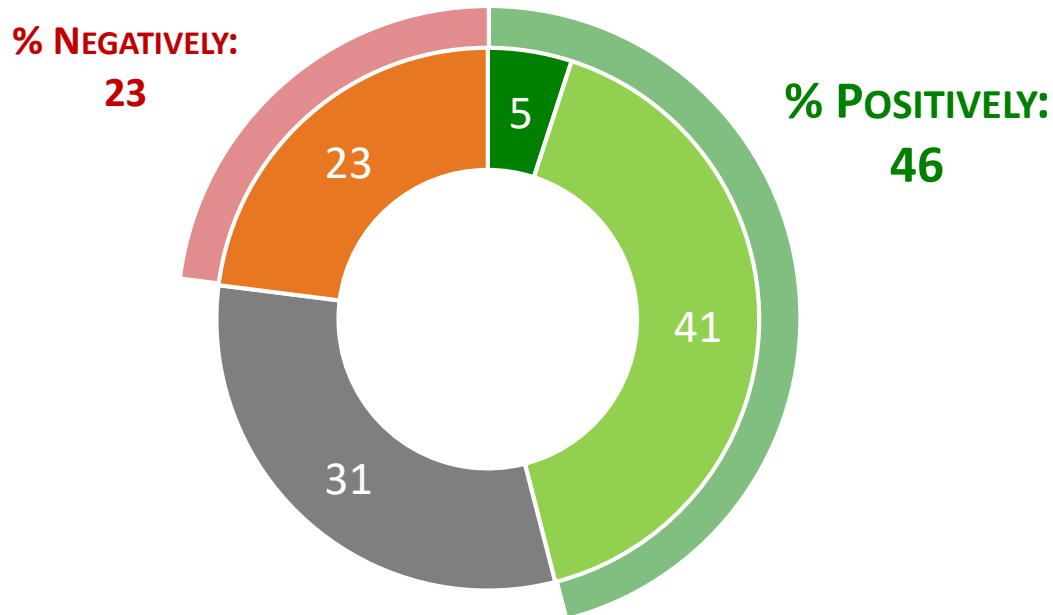
NO REAL IMPACT

## PARENT COMPANY'S VIEWS ON HOW WELL FRANCE HAS HANDLED THE CRISIS

- Question: How do your parent company's chief executives rate the way France is handling this crisis?*



BASE: ALL



VERY POSITIVELY

SOMEWHAT POSITIVELY

NEITHER POSITIVELY, NOR  
NEGATIVELY

SOMEWHAT NEGATIVELY

VERY NEGATIVELY



## HOW IS THE EU HANDLING THE CRISIS?

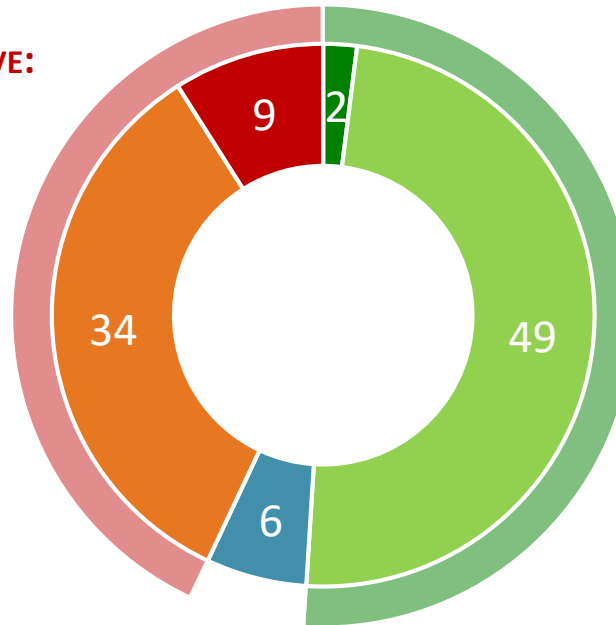
- Question: What do you think of the way the European Union has responded to the crisis, at its own level?*



BASE: ALL

**% NEGATIVE:**  
**43**

**% POSITIVE:**  
**51**



VERY POSITIVE

SOMEWHAT POSITIVE

NEITHER POSITIVE, NOR  
NEGATIVE

SOMEWHAT NEGATIVE

VERY NEGATIVE

## FRANCE'S ATTRACTIVENESS TODAY

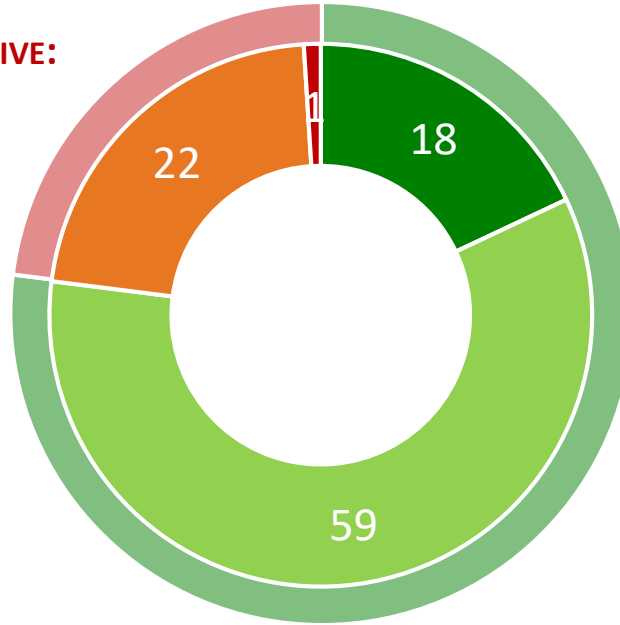
- Question: Despite the crisis, would you say that France remains an attractive country or not?*



BASE: ALL

**% NOT ATTRACTIVE:**  
**23**

**% ATTRACTIVE:**  
**77**



VERY ATTRACTIVE

SOMEWHAT ATTRACTIVE

NOT REALLY ATTRACTIVE

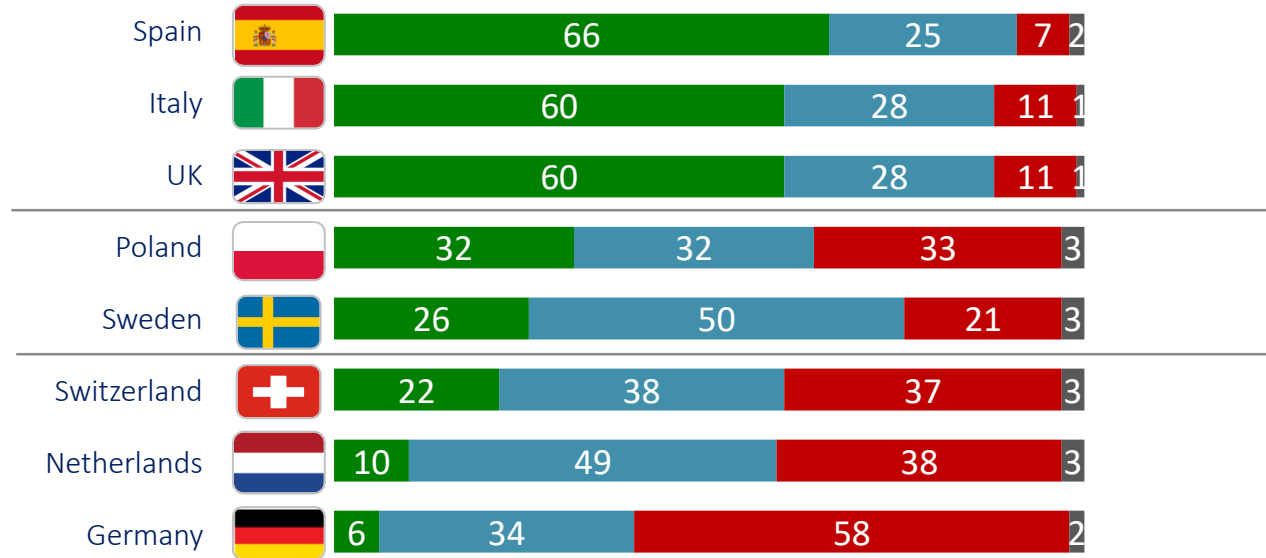
NOT ATTRACTIVE AT ALL

# FRANCE'S RELATIVE ATTRACTIVENESS IN EUROPE

- Question: In this respect, how would you say France compares with other countries in the aftermath of the crisis?*



BASE: ALL



MORE ATTRACTIVE

THE SAME

LESS ATTRACTIVE

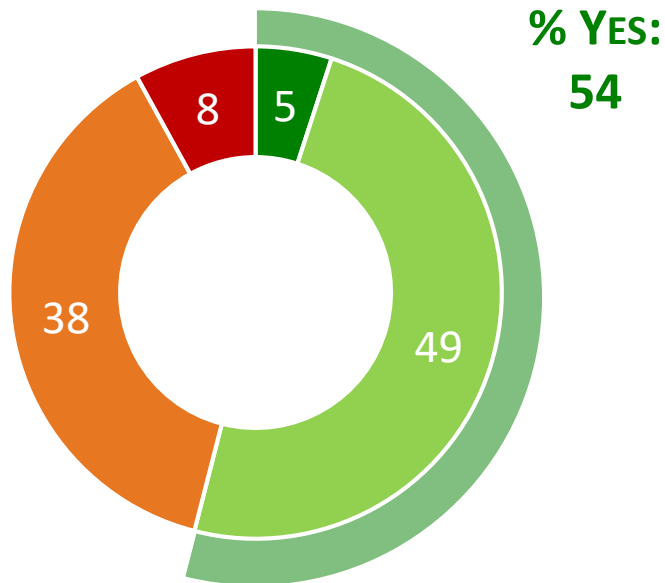
DK

# FUTURE INVESTMENT PROJECTS IN FRANCE

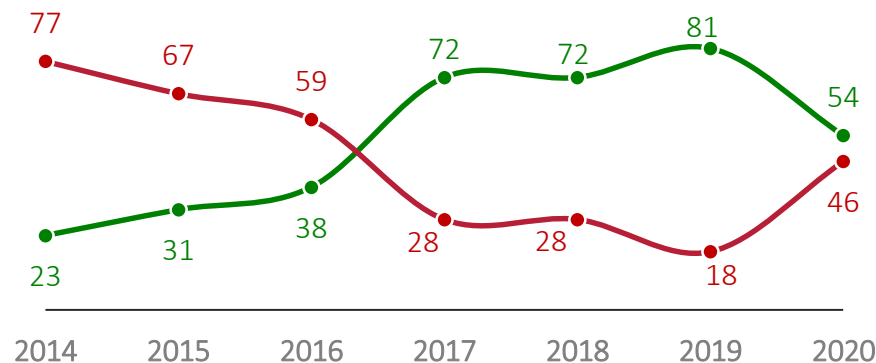
- Question: Do you think that your parent company will invest more in France during the coming years?*



BASE: ALL



Trend 2014 - 2020



CERTAINLY

PROBABLY

PROBABLY NOT

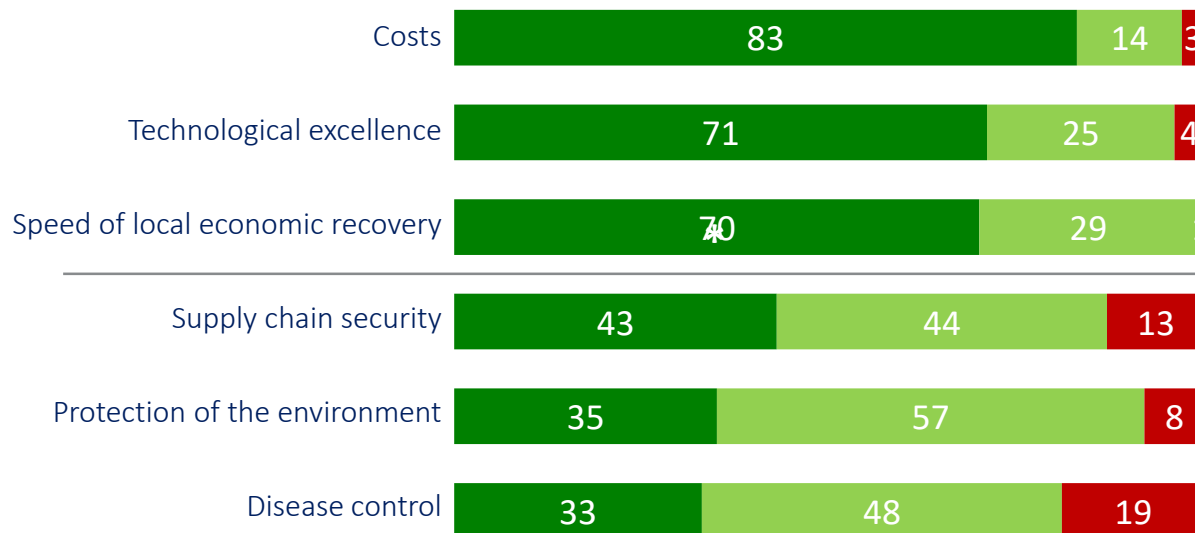
CERTAINLY NOT

## FDI\* DECISION CRITERIA: IMPORTANCE

- Question: What is the importance of each of these criteria in future decisions about which countries to invest in?*



BASE: ALL



DECISIVE

IMPORTANT, BUT NOT DECISIVE

SECONDARY

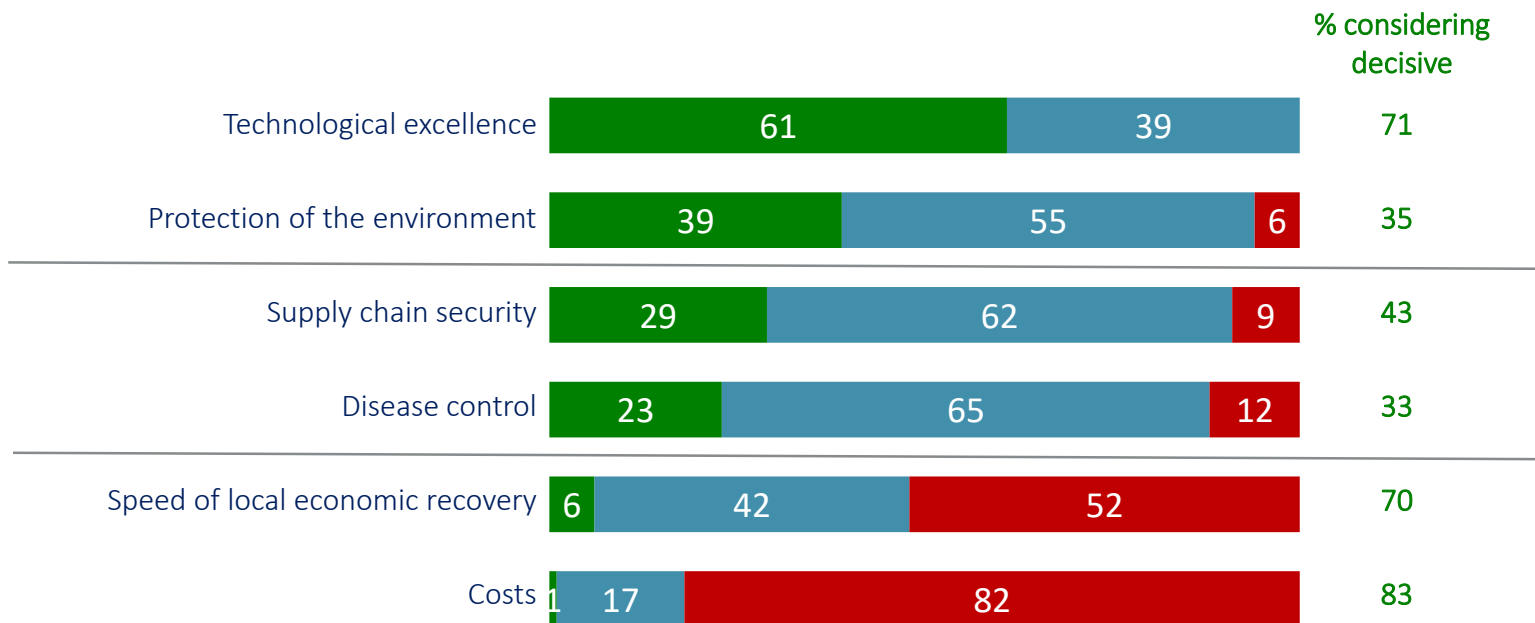
\*Foreign Direct Investment

# FDI\* DECISION CRITERIA: HOW FRANCE COMPARES

- Question: How does France compare with its European neighbours on...?*



BASE: ALL



FRANCE HAS AN ADVANTAGE

NO ADVANTAGE OR DISADVANTAGE

FRANCE IS AT A DISADVANTAGE

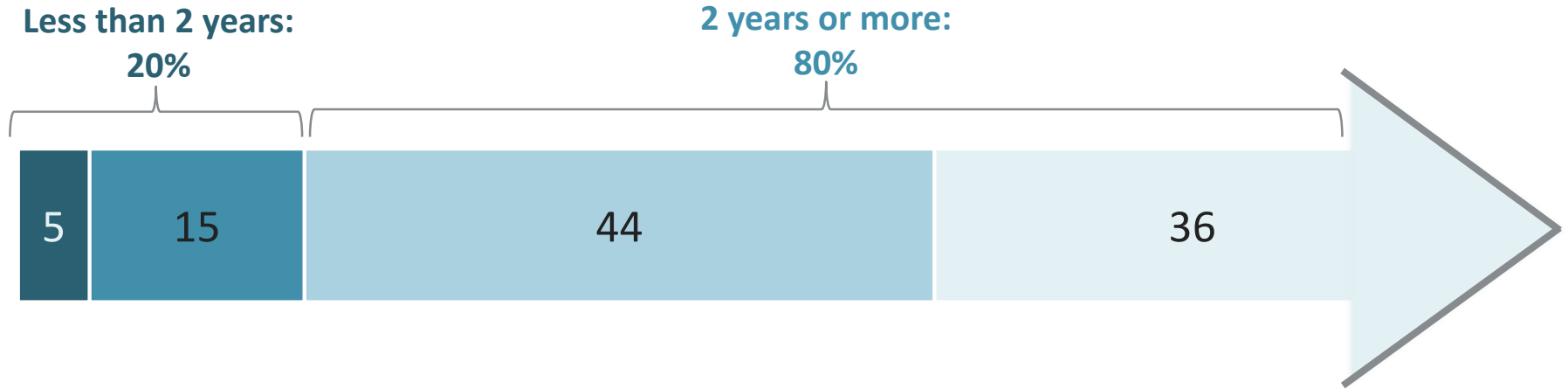
\*Foreign Direct Investment

# FRANCE'S ECONOMIC RECOVERY: EXPECTED TIMELINE

- Question: How long do you think it will take for France's economy to recover and grow again?*



BASE: ALL



UNDER 1 YEAR

1 YEAR

2 YEARS

MORE THAN 2 YEARS

## PRIORITIES FOR FRANCE

- Question: Which of these would you say are the main priorities for France if it is to maintain and build its attractiveness?*



BASE: ALL



Total >100% as respondents could give more than 1 answer