

Flagship projects

18 CIZETA



Extension. Specialising in the development and production of innovative medical devices for the treatment and prevention of venous and lymphatic diseases, Cizeta has a site in Saint-Amand-Montrond which has continued to develop over the years. The company is considering additional investments in order to relocate to France the production of two medical devices that are leaders in the orthopaedic market. This investment plan will create 10 jobs.

28 NOVO NORDISK



Extension. The Danish pharmaceutical laboratory, Novo Nordisk, announced a record investment of EUR 2.1 billion in Chartres, an investment considered to be one of the largest foreign investments in France in 2023. This major investment is intended, on the one hand, to develop current production and, on the other hand, to prepare to accommodate the production of future therapeutic solutions for serious chronic diseases, such as obesity. This extension project will double the site's surface area to 230,000 m². High-tech equipment will offer the possibility of producing various different administration devices while minimising the environmental footprint of production activities, particularly in terms of water consumption. This investment will result in the creation of 500 jobs in addition to the 1,600 current employees at the Chartres site.

28 PLG BUNZL



Creation. The PLG Group is a specialist and distributor of professional hygiene products and equipment. It chose Mignières, near Chartres, to build a 24,000 m² warehouse. This national platform is intended to serve several warehouses in France. 100 jobs will be created on start-up, scheduled for the second half of 2024, and another 50 subsequently.

36 WESTROCK



Extension. Westrock Packaging designs, produces, and markets automated packaging machines with high technological added value for the largest food processing groups. In view of growing demand, the company decided to relocate and develop its business on its site in Indre. 25 jobs will be created by this development, also including R&D activities around recycling.

37 SKF



Extension. In France, Swedish group's main factory is located in Saint Cyr-sur-Loire, near Tours; it employs 1,400 people and produces around 60 million bearings per year, of which 65% are exported. The new investment includes four new production lines with 80 new jobs and a ramp up of the site's R&D effort on new electric vehicle components in order to become the first player to develop and produce bearings that achieve the technical performance requested by manufacturers. The aim is for the site's R&D centre to become the European reference within the group and in this market in general. 20 highly qualified jobs will be created in R&D/Laboratory activities. SKF France benefits from support from France 2030 for its investments.

41 AFFINITY LA CHAPELLE



Extension. The Affinity Petcare group subsidiary is developing its business on its site in La Chapelle Vendômoise. The company wishes to respond to new pet food trends and increase its production capacity in France to meet the increase in demand. The Pet Food specialist is investing some EUR 20 million to modernise its production and storage processes as well as to purchase energy efficiency equipment. This development will create 20 jobs. It is a France 2030 winner.

45 LA BOUCHE ROUGE



Company takeovers. Placed in receivership in July 2023, the plastic-free refillable lipstick brand has been taken over by Beauty Brands Global, a Dubai-based holding company founded by Dilesh Mehta, Chairman of Designer Parfums (Cerruti 1881, Jean Patou, Ghost Fragrances, etc.). To capitalise on the French origins of the brand, Beauty Brands Global created a new company based in Paris and maintained the manufacturing laboratory in Orléans with around fifteen employees.

45 HONDA



Extension. The Japanese manufacturer's only French factory will receive an investment to centralise production activities in Ormes, which are shared with its other site in the USA. Another dozen jobs will be created on the site which already employs 120 people. Production is scheduled to start in July 2023.

DEV'UP Centre-Val de Loire, regional lead

Every year, DEV'UP helps write the report on Foreign Direct Investments in Centre-Val de Loire for the annual France attractiveness survey. The Agency also prospects and supports foreign investment projects in Centre-Val de Loire. More specifically, this action is part of a partnership agreement with Business France, which has appointed DEV'UP as the regional lead.

In 2023, the regional Agency supported 30 foreign investment projects or new investments on sites for a total of 1,045 jobs and €2.5 million in investments.

This mission is accompanied by regular monitoring of major regional sites with foreign capital and decision-making centres abroad with Business France in order to foster new investments.

Methodology note

The foreign investment report identifies foreign investment projects that create sustainable jobs. It is based on project announcements published in the press and/or identified by DEV'UP Centre-Val de Loire and its partners. The nationality of companies is determined by the location of the head office. The number of jobs created or maintained (C/M) is that announced for the next three years, a duration corresponding to the corporate investment planning time horizon. The selection criteria for foreign investment projects are determined by Business France, based on the announcements of foreign corporate investment projects that have been validated and create/maintain jobs.

KEY FIGURES



600
foreign establishments*
in Centre-Val de Loire
*excluding retail and catering



54,020 employees
31 nationalities



The **USA**,
leading investing country ahead
of Germany (in number
of employees)



Nearly **60%**
of participations
from European countries



The production function represents
58% of establishments
and **73%** of employees



Loiret,
leading destination for businesses
with 187 establishments, ahead
of Eure-et-Loir (112 establishments)



Automotive
and **health**,
sectors favoured
by foreign companies



DEV'UP CENTRE-VAL DE LOIRE
Regional development agency
6, rue du Carbone • 45072 Orléans Cedex 2
Tél. : 02 38 88 88 10 • Fax : 02 38 88 88 11
www.devup-centrevalde Loire.fr • contact@devup-centrevalde Loire.fr
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Bilan 2023

Centre-Val de Loire, a leading destination for businesses with foreign capital

Editorial



Stéphane GIRERD
Chairman of DEV'UP
Centre-Val de Loire

François BONNEAU
Deputy Chairman of DEV'UP
Centre-Val de Loire

2022 was an exceptional year for Centre-Val de Loire in terms of foreign investment, marking a significant milestone in boosting its economic attractiveness. The 2023 results once again demonstrate the growing confidence of international investors in our region's potential, with 62 investment projects planned. Key sectors, such as pharmaceuticals, aeronautics, and railways were the main beneficiaries of these investments, bringing new momentum to the local economy.

These investments have not just fostered business development: they have also had a significant impact on the region's job market. Over 2,800 jobs will be created in production, research, and logistics, offering diversified career opportunities. Given our economic weight, our region ranks third nationally if we compare the number of jobs created to regional paid employment!

Our region, true to its industrial excellence vocation, demonstrates that it is a particularly attractive destination for production projects, such as those of Novo Nordisk, Leo Pharma, and STMicroelectronics. In 2023, the number of investments in R&D and engineering also increased in the region with seven projects, including one creation, and in decision-making centres with two new locations and two extensions. And like the results for France in general, the main countries investing in Centre-Val de Loire are the USA and Germany.

Our region has essential appeal for international businesses. Attracting them and supporting their investments remains a key challenge for Team France Invest.

Key figures

62
investment projects including
47 job-creating projects

2,854
jobs created/
maintained

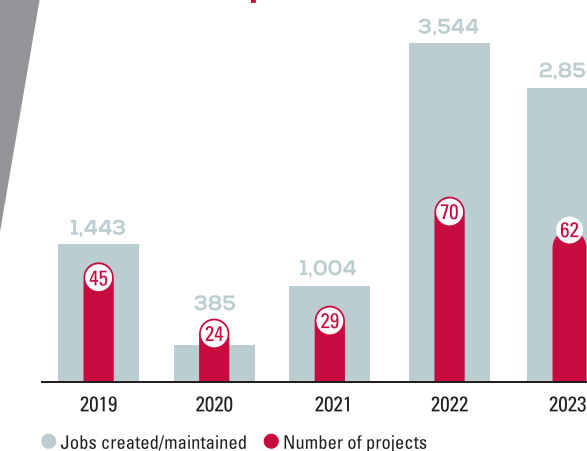
34 %
of the job-creating
projects are new
operations

20
investing
countries

41 %
of jobs C/M*
in industry

*C/M = Created/Maintained

2023: very positive results after an exceptional 2022



The number of investment projects has significantly varied from one year to the next, with 2020 and 2021 being poor due to the global health crisis. **Over the past five years, 250 projects were implemented, representing almost 9,300 jobs created or maintained in international companies located in Centre-Val de Loire.**

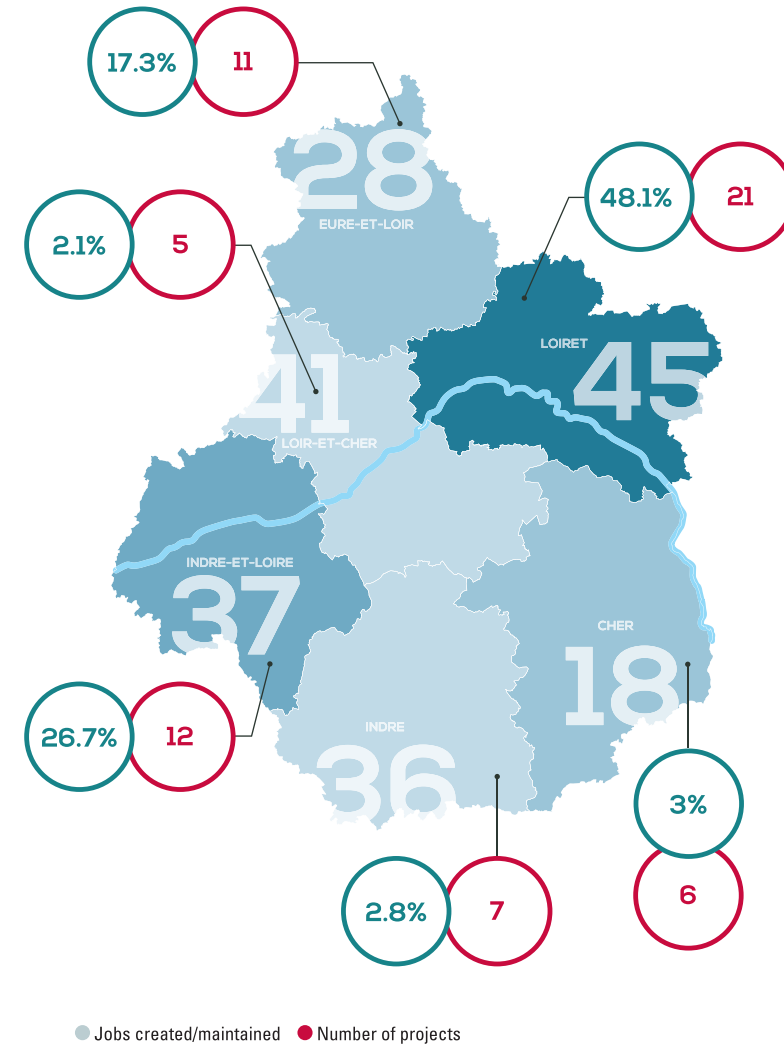


AVRIL 2024

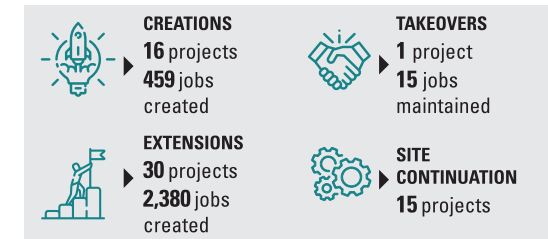


An unchanged geographical ranking with Loiret and Indre-et-Loire still in the lead

As in previous years, **Loiret** is the department with the most investment projects. Loiret companies account for 45% of investment projects and 48% of jobs created/maintained, thanks to numerous labour-intensive projects, such as Manpower, Adecco, Joris IDE, and Pentalog. **Indre-et-Loire** ranks second with 12 projects including 10 job-creating ones and around 27% of jobs C/M, with very significant services (business and individuals) and production activity (STMicroelectronics, Faiveley, SKF, etc.). **Eure-et-Loir** ranks third with 11 projects including 9 job-creating ones and around 17% of jobs C/M, with over-represented production activities (Novo Nordisk, Puig, John Cockerill, etc.). **Indre, Cher, and Loir-et-Cher** respectively have 7, 6, and 5 investment projects for less than 8% of jobs created/maintained between them.



A record number of job creations



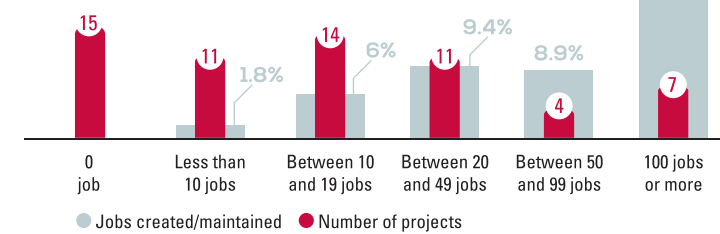
Out of 47 job-creating projects, 64% are site extensions representing 84% of the jobs created. Among these extensions, 44% of the jobs are in production and 31% in business services. There were 16 site creations, representing 34% of job-creating projects and 16% of the jobs created. Over half of the jobs created were in the logistics, 21% were in industry, and 7% in services to individuals.

7 job-intensive projects

Continuing on from 2022, although projects with fewer than 20 jobs creations are the most common, there are more labour-intensive investments.

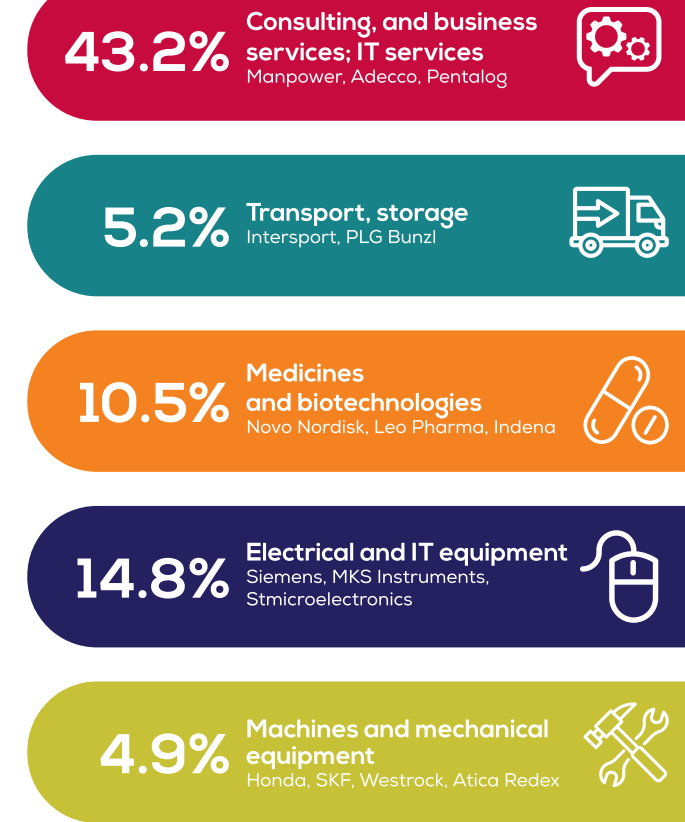
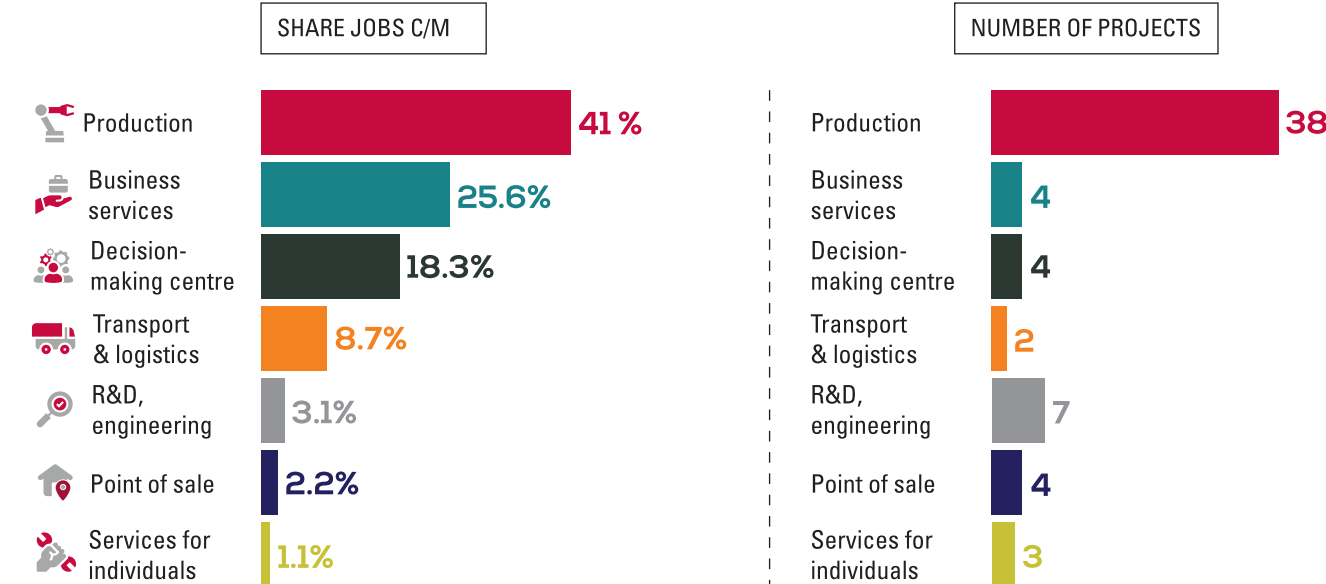
In total, the 7 projects, each creating over 100 jobs, represent nearly 74% of the jobs created/maintained (Intersport, PLG Bunzl, Novo Nordisk, etc.).

The 14 projects each creating between 10 and 19 jobs accounted for just 6% of total job creations.



Production investments still in the lead in the region

As part of France's reindustrialisation momentum, projects generating investments in production represent 61% of projects and 41% of jobs created/maintained in Centre-Val de Loire. Business services create the second highest number of jobs with 25.6%, ahead of decision-making centres.

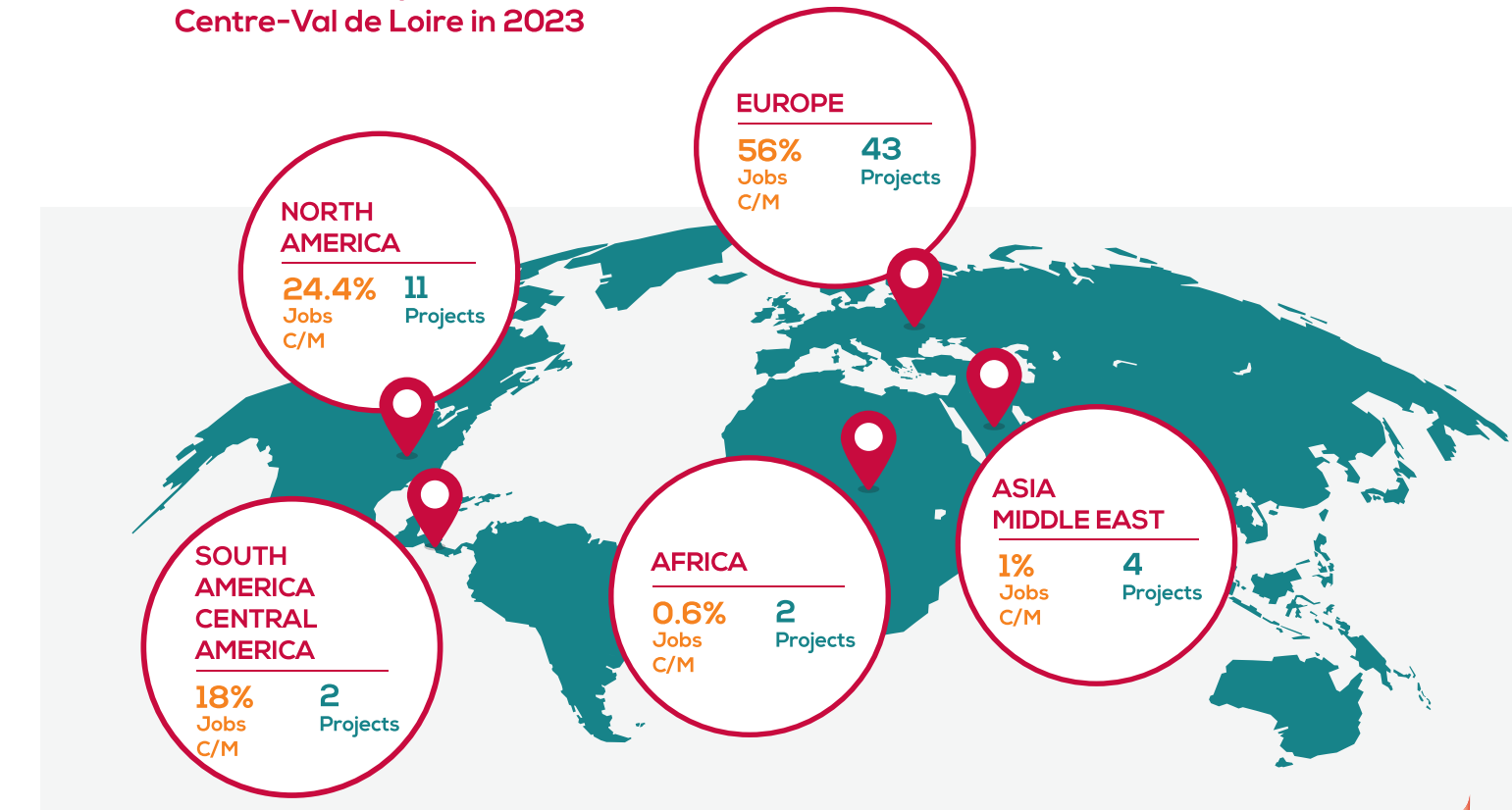


Top five job-creating sectors

In 2022, the consulting, engineering, and operational business services sector was far ahead in terms of the number of jobs created/maintained in Centre-Val de Loire with only 2 investment projects but 25.2% of jobs created/maintained. Both of these projects concern jobs created by foreign temporary employment agencies: in fact, since 2022, Business France has offered permanent employment contracts for their temporary workers. 720 jobs were thus advertised by Manpower (USA) and Adecco (Switzerland) in Centre-Val de Loire and integrated into the business services sector in 2023.



Switzerland, top investor in Centre-Val de Loire in 2023



Investment projects come from 20 countries; however, the vast majority come from Europe (69.4% of projects capturing 56% of jobs C/M). They are mainly Swiss (Adecco, Intersport, Swiss Krono, etc.), Danish (Novo Nordisk, Leo Pharma), and British (PLG Bunzl, Mirion Technologies, Senior Aerospace, etc.). North America (USA + Canada), with 11 projects, created/maintained 697 jobs. Including investments from Central and South America, American companies were behind 13 projects and 42.4% of jobs C/M in 2023. The 6 Asian and African investment projects, which are not very labour-intensive, represent just 1.6% of jobs C/M.

Ranking of investing countries

- In terms of projects, the USA remains at the top of the table with 10 projects (664 jobs), ahead of Germany with 7 projects but only 42 jobs, and Italy (6 projects).
- In terms of jobs created, Switzerland is ahead of the USA with 5 projects but 765 jobs created.



NEW FOR THE 2023 REPORT

In accordance with the Business France study framework, sustainability investments are now included in the project count, representing the desire of foreign companies to settle in the region and deploy innovative and responsible solutions. These are high value-added investments that do not create jobs and which aim to reduce the carbon intensity or digitise a business. Also included in this report are R&D partnerships resulting in the creation of a permanent or temporary legal structure in France in which the foreign stakeholder is a minority. As such, Centre-Val de Loire has 12 sustainability projects linked to site carbon intensity reduction investments (Procter & Gamble, Barilla France, MSL Circuits, and Mars Petcare) and 3 for the digitisation of their business (KE France, Parker Hannifin, and Sofedit).