

PRESS INFORMATION

Conference of Paris 2025: Choose Paris Region strengthens economic partnerships between Paris Region and North America

On the occasion of the 9th edition of the Conference of Paris, organised by the International Economic Forum of the Americas (IEFA) on 16 and 17 December at the OECD, Choose Paris Region, the agency responsible for promoting the Paris Region's attractiveness, will highlight the region's economic dynamism and underscore the strategic role of its North American partners, the United States and Canada, in driving international investment.

Strengthening our transatlantic economic ties

This gathering represents a major opportunity to strengthen ties with the North American investor ecosystem, particularly in the finance, energy, and new technology sectors in the United States and Canada.

The event will bring together more than 70 high-level speakers, including senior executives from major companies, policymakers, and experts, to foster dialogue between Europe and the Americas, as well as between public and private stakeholders, businesses, governments, and civil society.

For Choose Paris Region, one of the conference's official partners, this will be a valuable opportunity to engage with CEOs of North American companies, both those already established in the Paris Region and those considering investment, through one-on-one meetings and dedicated networking events.

North America: the Paris Region's Leading Global Investment Partner

The United States are the leading source of international investment in the Paris Region. Between 2017 and 2024, North America, comprising the United States and Canada, accounted for nearly 850 foreign direct investment projects and more than 27,800 jobs created.

A strategic location for North American companies, Paris Region attracts sustainable investment in key sectors such as artificial intelligence and energy transition. Major financial players such as JP Morgan, Morgan Stanley and the Caisse de Dépôt et Placement du Québec illustrate the enduring confidence of North American investors in our region.

This momentum is also driven by numerous investors in the technology sector, such as Datadog, which hired more than 200 people last year, and CGI Business Consulting, which is engaged in major expansion projects.

Between 2017 and 2024, American and Canadian investments in the Paris Region generated a +14.6% increase in jobs linked to international direct investments, a +26.6% increase in the number of tourists and a +23.2% increase in consumption, confirming North America's central role as the region's leading international economic partner.

For Baptiste Orlandini, CEO of Choose Paris Region: *“The Conference of Paris is a strategic event for strengthening economic cooperation between the Paris Region and North America. By signing a memorandum of understanding this year, we are affirming our shared desire to develop concrete promotional and visibility initiatives that will benefit businesses, talent and the Île-de-France region.”*

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Choose Paris Region is the Paris Region's economic development agency, promoting the region internationally and ensuring the quality of services offered to investors, visitors, image producers and talent from around the world, while ensuring the region's sustainable and balanced development.