

PRESS RELEASE

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Paris Region confirms its appeal and its status as major world city, despite the current turmoil

Home to innovation, research and economic creation, Paris Region remains one of the world's most attractive cities for international investment. Choose Paris Region has released its 2024 report on international direct investment (IDI) in Paris Region. With 370 new projects and 8,170 jobs created, the region has confirmed its status as a European leader, in an international context marked by a significant drop in global IDI flows (-8%).

In 2024, half of the decision-making center projects announced in France and a third of the national R&D and engineering projects and jobs were located in Paris Region. Furthermore, Paris Region excels as the leading destination for American, British and Italian investment in France.



Paris Region, the world capital of high value-added innovation and sustainable development

While the international economic landscape is changing rapidly, Paris Region continues to be recognized as a leading region for high value-added sectors:

- **Research and Development (R&D):** +135% jobs and +29% R&D projects, thus confirming the region's position as a European leader in innovation.
- **Global decision-making centers:** 41% of new IDIs concern the establishment of regional and global headquarters, reflecting the Paris' strategic role in international economic decisions.
- **Positive impact investments:** up 8 points, these investments reflect companies' growing commitment to sustainable and responsible growth.

A region that attracts world leaders

Many of the most influential companies chose Paris Region in 2024 as the location for their global and European hubs:

Technologies and Artificial Intelligence

Paris Region has confirmed its role as a global technology hub, with a rapidly growing sector. In 2024, **77 international direct investments (IDI) were made in this field, representing 21% of the total number of IDIs and generating 1,817 jobs, or 22% of the jobs created.** This trend is reflected in a 15% increase in the number of projects and a 29% increase in jobs compared to 2023, illustrating the region's growing appeal to tech companies and specialized professionals.

- Databricks (United States) has opened a center of excellence in AI and data science, with 150 experts based in Paris.
- Qruise (Germany) is setting up its European headquarters in Levallois-Perret to accelerate advances in quantum computing.
- Mohamed Bin Zayed University of Artificial Intelligence (United Arab Emirates) has opened its France Lab, a center of excellence in AI and large language models.

R&D and ecological transition

- ProLogium (Taiwan) has chosen Paris-Saclay for its first research center outside Asia, specialized in ceramic batteries.
- Siemens Mobility (Germany) has invested €16 million in a railway cybersecurity project in Châtillon.
- Axelera AI (Netherlands) is developing new semiconductors dedicated to artificial intelligence in Paris Region.

- Releaf Paper France (Ukraine) has created the world's first factory that transforms dead leaves into recycled packaging.
- Selfback (Denmark) is developing a digital therapy designed to combat lower back pain and reduce absenteeism.

Finance and services

- Revolut (United Kingdom) is investing €100 million to strengthen its presence in France and expand its range of financial services.
- Tata Consultancy Services (India) has opened its first center of excellence in AI outside India in Paris.

Logistics and mass distribution

- IKEA is investing in a new logistics platform in Yvelines, which will create 350 jobs and promote river transportation on the Seine.
- Lidl has announced an investment of 1 billion euros in France, which will strengthen its presence in Paris Region with new headquarters in Châtenay-Malabry and the creation of its largest French logistics platform in Ablis.

A resilient region that diversifies the origin of its foreign investments by opening up to new markets

In an unfavorable economic context, it is worth noting the growth of Asian investment in Paris Region, up twofold for India and South Korea and stable for Japan and China.

Valérie Péresse, President of Paris Region, underlines: *“In the face of challenging circumstances, Paris Region maintained its position as a world-leading destination for international investors in France and Europe in 2024. In 2025, we will continue our commitment to ambitious competitiveness, one that combines profitability and sustainability, making our region a resilient model for attracting the companies that will shape the economy of the future.”*

Alexandra Dublanche, Chairwoman of Choose Paris Region, added: *“More than just an investment destination, Paris Region is a major world city where the solutions of the future are being invented. Its economic vitality, excellence in research and innovation, and position as a European crossroads make it a strategic hub for companies in search of growth and global influence.”*

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Choose
PARIS
REGION

Choose Paris Region is the Paris Region's international attraction agency, which promotes the region's international standing and ensures that investors, visitors and talents from all over the world are welcomed and well served, while ensuring the region's sustainable, balanced development.

Through its knowledge of the Regional economic ecosystem, the agency attracts and supports investors, and facilitates the setting up of companies thanks to targeted, personalized services and partners.