

PRESS RELEASE

Paris, January 29, 2026

Paris Region: Europe's Leading Hub for International Investment in 2025

In a global context marked by a slowdown in investment, Paris Region stands out as one of the few major European regions to record double-digit growth in both projects and jobs. With 438 international investment projects (+18%), 9,053 jobs created (+11%), and a record number of first-time implementations (+39%), the region strengthened its position in 2025 as Europe's leading economic powerhouse. This momentum is driven by broader attractiveness across 44 contributing countries and strong expansion in several strategic industries

A Surge in Attractiveness Driven by Record New Implementations

In 2025, Paris Region reached a new level in its ability to attract international businesses. The region registered 438 projects, including an unprecedented 309 newly created sites (+46%), confirming its status as a prime entry point for companies seeking access to the European market.

This momentum resulted in 9,053 new jobs, up 11% compared with 2024, reflecting more significant, more qualified, and more diversified investments.

Paris Region now attracts investors from 44 countries, demonstrating greater openness and resilience amid global economic fluctuations.

Europe: A New and Powerful Growth Engine

The year 2025 marks a turning point in the geography of international investment flows in Paris Region. For the first time, Europe became the primary driver of international direct investment growth, with 256 projects (+38%), compared with 185 in 2024. This shift places the continent at the heart of the regional dynamic and confirms Paris Region's central role in European value chains.

Growth was not limited to project volume: employment linked to European investments increased by 19%, reaching 4,231 jobs created. This illustrates a clear rise in both the quality and economic impact of European investments.

This shift toward Europe reflects Paris Region's ability to attract industrial reshoring projects, European headquarters, and the strategic value chains of the single market.

Several countries posted exceptional growth rates rarely observed in previous annual reviews:

- **Austria: +450%** (2 → 11 projects)
- **Switzerland: +367%** (3 → 14 projects)
- **Spain: +188%** (8 → 23 projects)
- **Denmark: +38%** (18 projects) and **+116% in jobs** (491 positions)
- **Germany: +75%**, reaching 42 projects

While the United States remains the largest contributor in terms of jobs created (2,314 jobs) Europe's dominance in project volume—58% of all investments, up from 50% in 2024—significantly reshapes the global balance.

This shift strengthens the region's resilience by reducing dependence on a small number of economic blocks and reinforcing its role as the economic gateway to continental Europe.

Strong Growth Across Strategic Sectors

The European surge has boosted the region's most dynamic industries:

- **Digital technologies and software:** first employment-generating sector with 91 projects and **2,685 jobs (+22%)**
- **Energy and ecological transition:** 28 projects (+56%) and **702 jobs (+115%)**
- **Life sciences:** 33 projects (+32%) and **406 jobs (+52%)**, driven largely by biotechnology and medical devices

Together, these sectors account for the bulk of high-tech investments and reinforce the positioning of Paris Region as a European hub for innovation, sustainability, and health. They also play a key role in advancing European digital sovereignty and the energy transition.

A Region-Wide Attractiveness Extending Beyond Paris

In 2025, international investment spread more widely across Paris Region, signaling a more balanced territorial distribution.

- Paris recorded 232 projects (+12%) and remains the leading destination, despite a slight decline in job creation (-1%).
- The Petite Couronne registered 107 projects (+24%) and 2,546 jobs (+16%), with Seine-Saint-Denis showing exceptional growth supported by major urban transformation and attractive land availability.

- The Grande Couronne posted the strongest acceleration: 99 projects (+29%) and 2,598 jobs (+29%). Seine-et-Marne delivered an exceptional performance, while Essonne more than doubled its number of projects. These areas benefit from easier access to logistical, industrial, and technical spaces sought by many investors.

Notable 2025 Investments include:

- A pilot electric-vehicle battery recycling plant by LG Energy Solution and Derichebourg in Val-d'Oise
- The French headquarters of Danish fintech Flatpay in Saint-Ouen-sur-Seine
- The EMEA hub of generative AI company Cohere in Paris

Overall, 2025 marks a clear redistribution of investment flows, with the rise of the Petite Couronne and especially the Grande Couronne complementing Paris's traditional leadership.

Valérie Péresse, President of Paris Region, said:

« This performance confirms that Paris Region is now one of Europe's most attractive regions for international investment. We are attracting more projects, more countries, and more future-focused sectors. By prioritizing innovation, ecological transition, and territorial balance, we are building a more competitive, resilient, and sustainable economy. The renewed strength of European investment is a clear signal of confidence in the region's model ».

Alexandra Dublanche, President of Choose Paris Region, added:

« In 2025, Paris Region strengthened its position as a genuine European platform for international companies. The diversity of projects, countries, and sectors demonstrates Choose Paris Region's ability to support increasingly strategic investments, generating skilled jobs and contributing to tomorrow's economic, technological, and environmental transitions ».



Bilan 2025 de l'attractivité



+18% ^{438 IDI}
Investissements Directs
Internationaux



+11%
9 053 emplois directs



44 pays
contributeurs

Filières stratégiques



**Technologies numériques
et logiciels**
91 projets
et 2 685 emplois



**Energie et transition
écologique**
28 projets
et 702 emplois



Sciences du vivant
33 projets
et 406 emplois

Top 3 pays investisseurs

#1



#2



#3



+38% L'Europe principal moteur de la croissance des IDI en Île-de-France
de projets

Autriche : +450 %



Suisse : +367 %



Espagne : +188 %



Allemagne : +75 %



Danemark : +38 %



2 598 emplois ^{+29%}
en Grande Couronne

Une attractivité qui se diffuse sur tout le territoire francilien

PRESS CONTACT

Catherine Barnouin

Mob +33 6 58 20 81 81

catherine.barnouin@chooseparisregion.org



Choose Paris Region is the international attractiveness agency of the Île-de-France Regional Authority. It promotes the region worldwide and ensures high-quality services for investors, visitors, audiovisual producers and global talent, while supporting sustainable and balanced regional development. The agency assists companies with their establishment through local economic expertise and a targeted network of partners. It supports the tourism sector by helping professionals design innovative and tailored offerings, strengthens the film and audiovisual industry in which the region is a European leader, and facilitates the settlement of international talent by showcasing the quality of life in Île-de-France.