



CHOOSE
PARIS
REGION



GREATER PARIS
INVESTMENT AGENCY



GLOBAL CITIES INVESTMENT MONITOR 2021

Rankings, Projects, Perceptions, Anticipations, Criteria

Global cities are attractive and stimulating environments where top decision-makers, talents and financiers join to produce business and social innovation. They are a global network of densely connected focal points, each intensely competing with the other to define the best economic and political standards.

Global Cities concentrate a disproportionate part of talents, businesses and capital. They are the places where most decisions are made, innovations launched, and people enabled. Global cities are to the world what cities are to a country. And then there are top global cities, where everyone expects the world of tomorrow to be shaped and where, as a result, world-changing moments actually happen.

The club of top global cities has opened and expanded far beyond the 20th century happy few. While Paris, London and New York have successfully reinvented themselves, and still possess unique brands, competition among global cities is more open than ever before.

GLOBAL CITIES, KEY PLAYERS IN THE GLOBAL ECONOMY

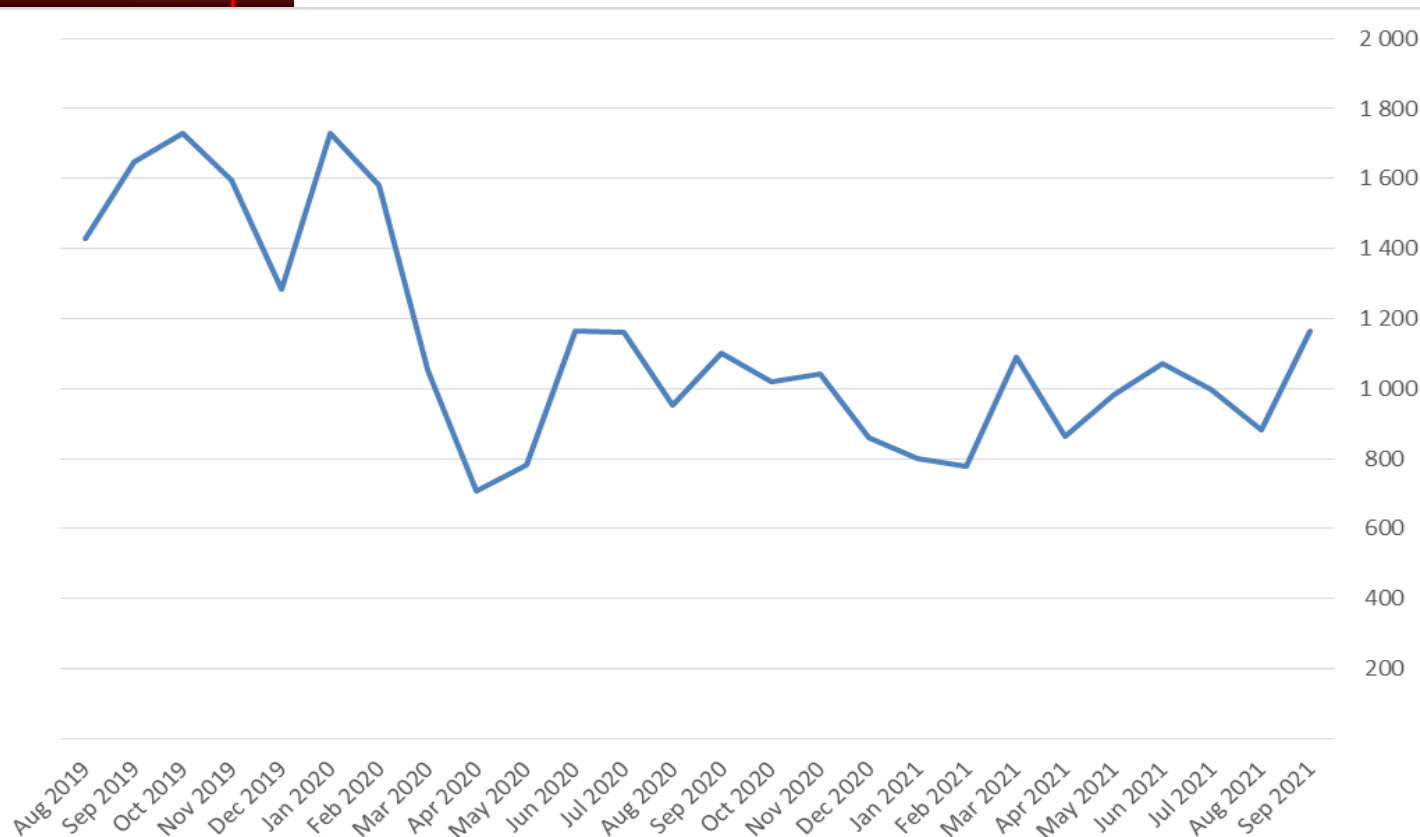


2019-2021 GLOBAL TRENDS

International Investments

Aug. 2019-Sept.2021

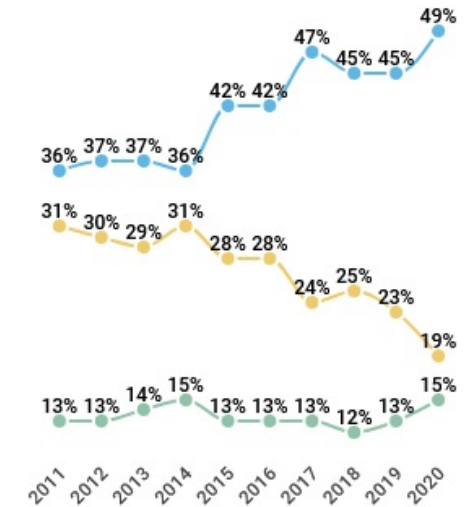
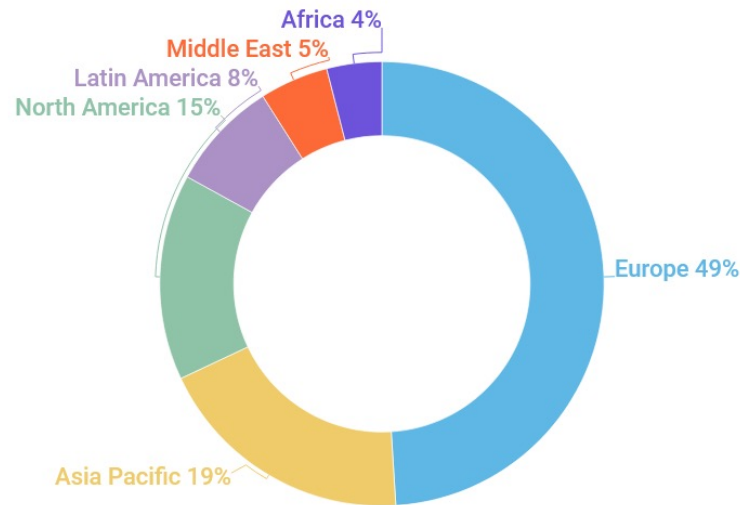
International investments plunged -50% over the quarter of 2020. They regained some of the lost ground over the summer but then plateaued at a level roughly a third below pre-crisis levels.



EUROPE N°1 SOURCE AND DESTINATION

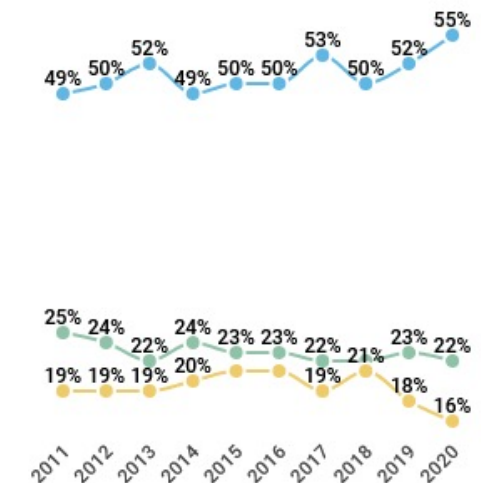
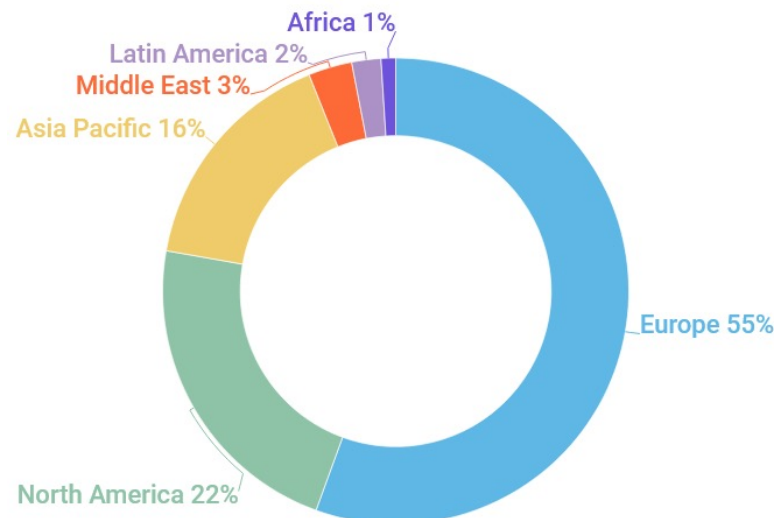
2020 confirms the trends observed over the previous years. Europe continues to progress in terms of market shares, while the Asia-Pacific zone's share diminishes.

DESTINATION

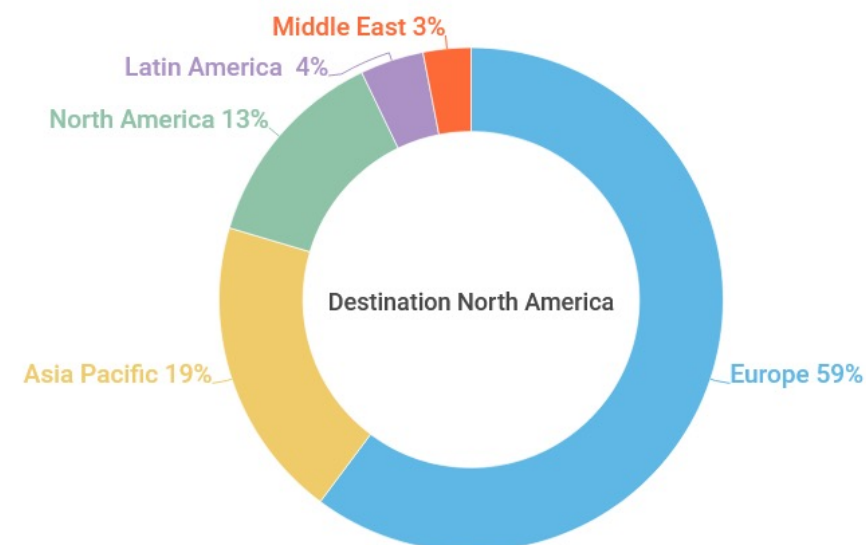
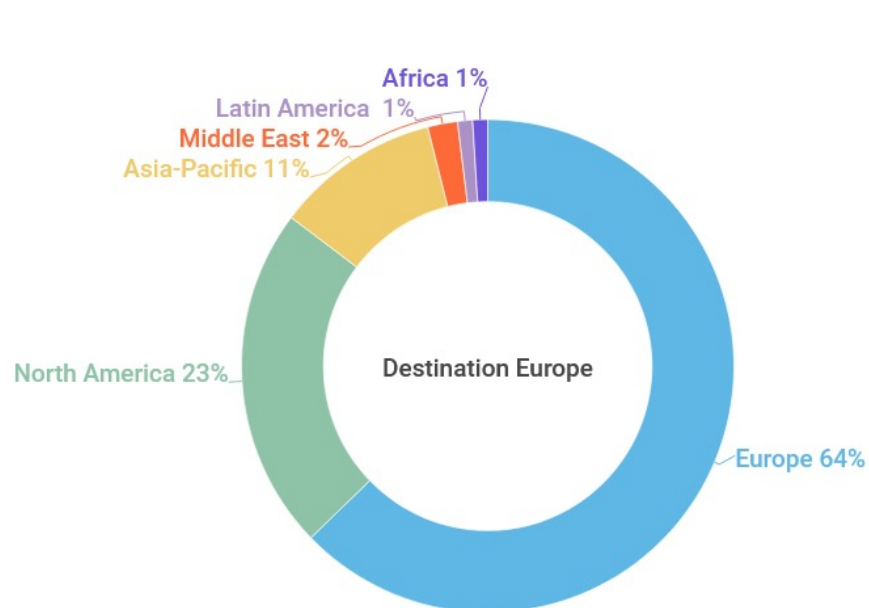


EUROPE SOURCES
55%
OF INTERNATIONAL
INVESTMENTS
AND RECEIVES
49%

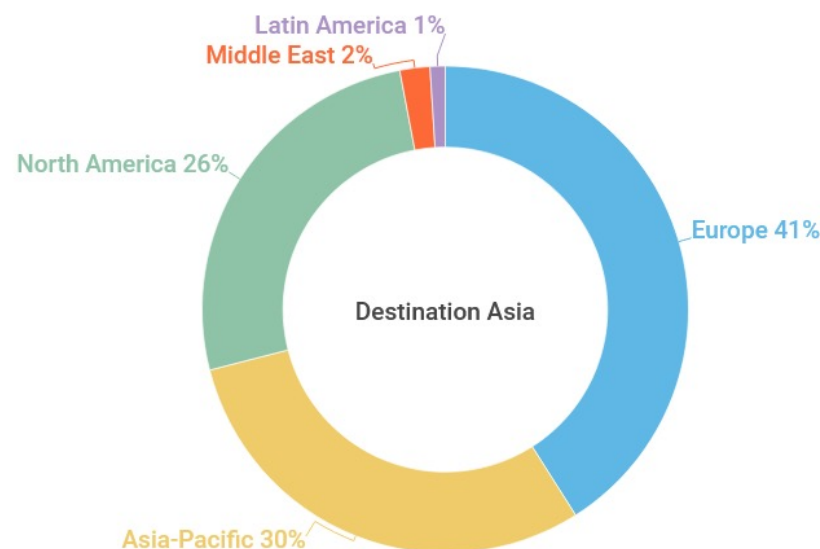
ORIGIN



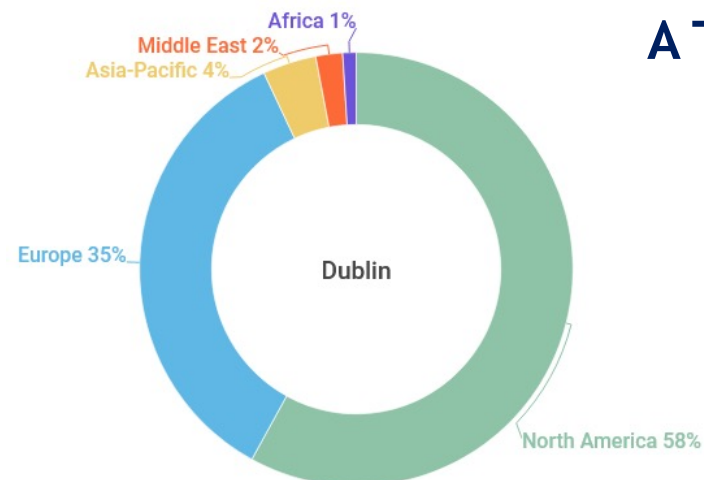
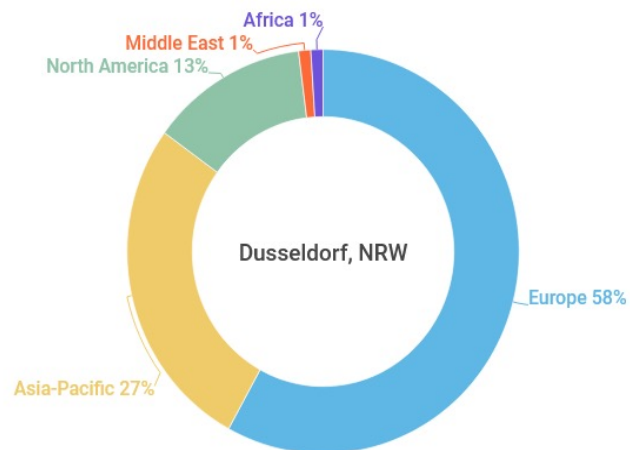
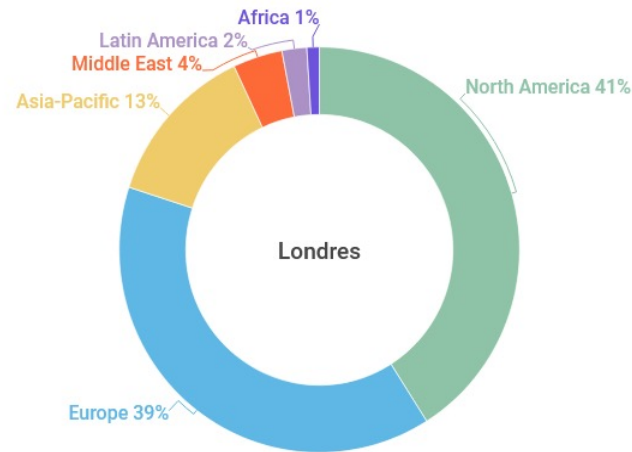
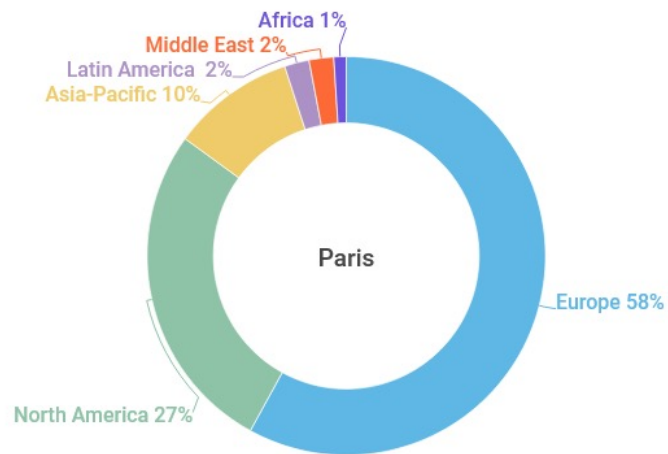
EUROPE N°1 SOURCE AND DESTINATION



EUROPE: N°1 INVESTOR ON ALL CONTINENTS

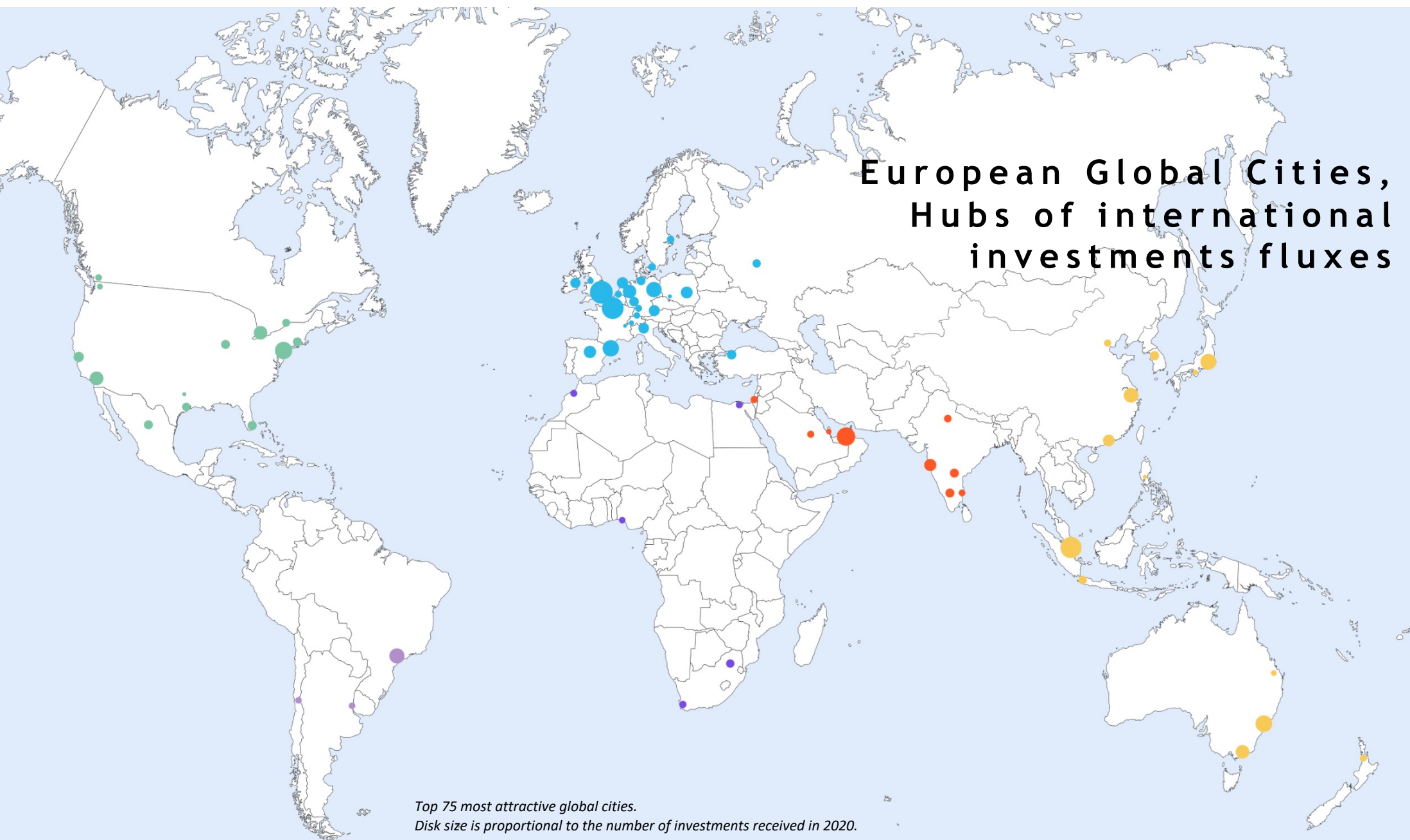


EUROPE N°1 SOURCE AND DESTINATION



PARIS, A
MODEL OF
DIVERSIFIED
ATTRACTIVENESS

EUROPE N°1 SOURCE AND DESTINATION

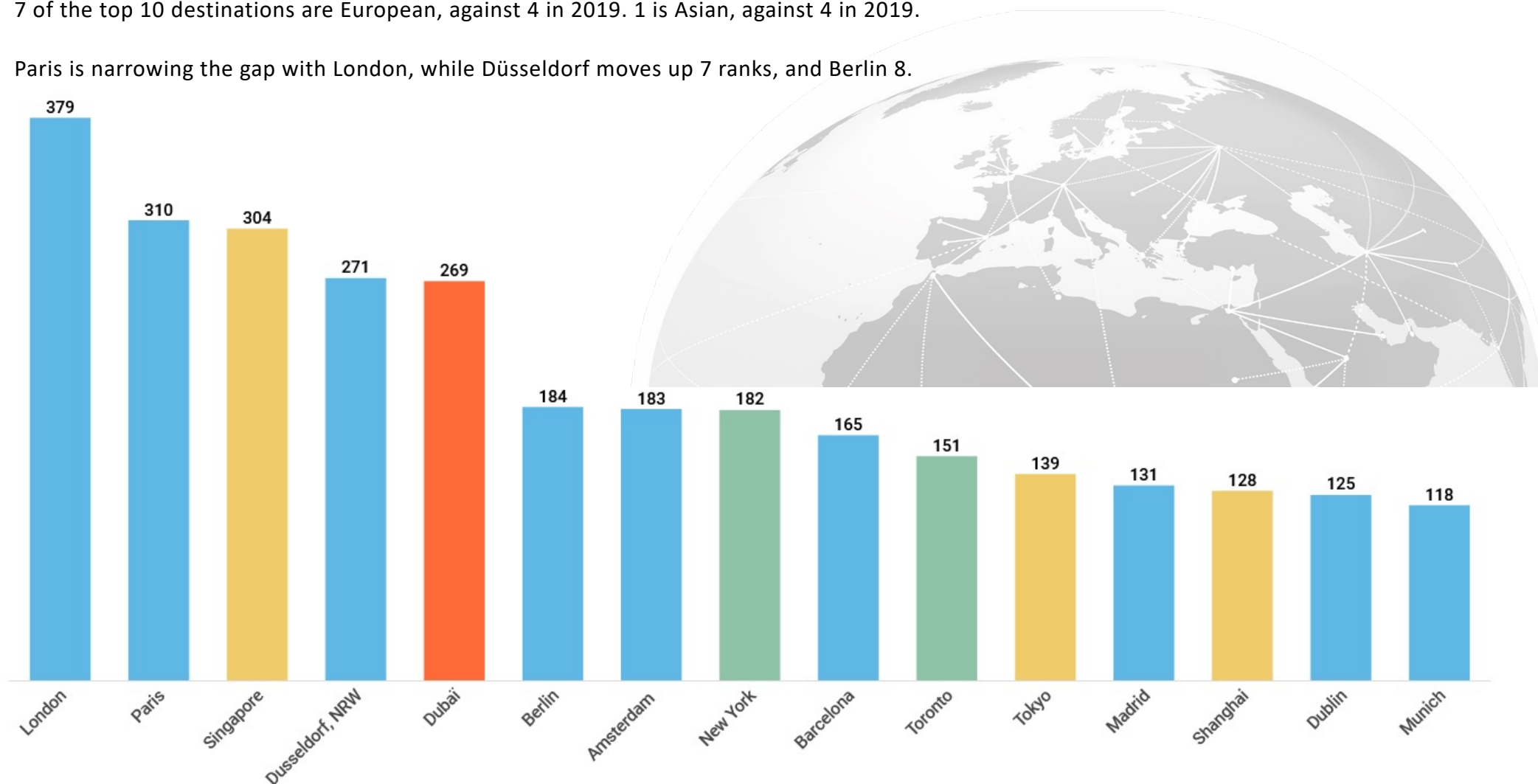


2020: EUROPEAN GLOBAL CITIES AHEAD

The global trend is reflected in this ranking of the most attractive global cities.

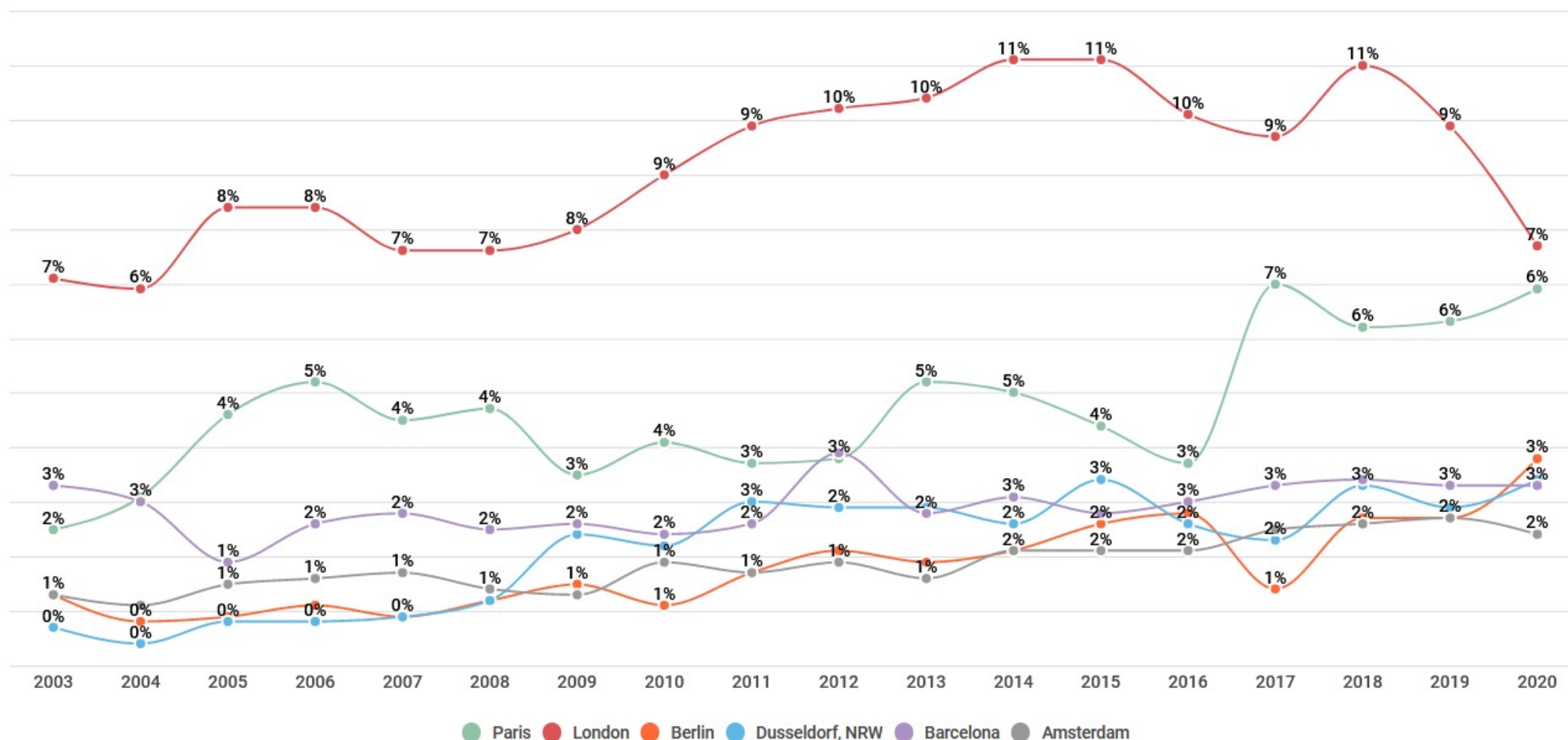
7 of the top 10 destinations are European, against 4 in 2019. 1 is Asian, against 4 in 2019.

Paris is narrowing the gap with London, while Düsseldorf moves up 7 ranks, and Berlin 8.



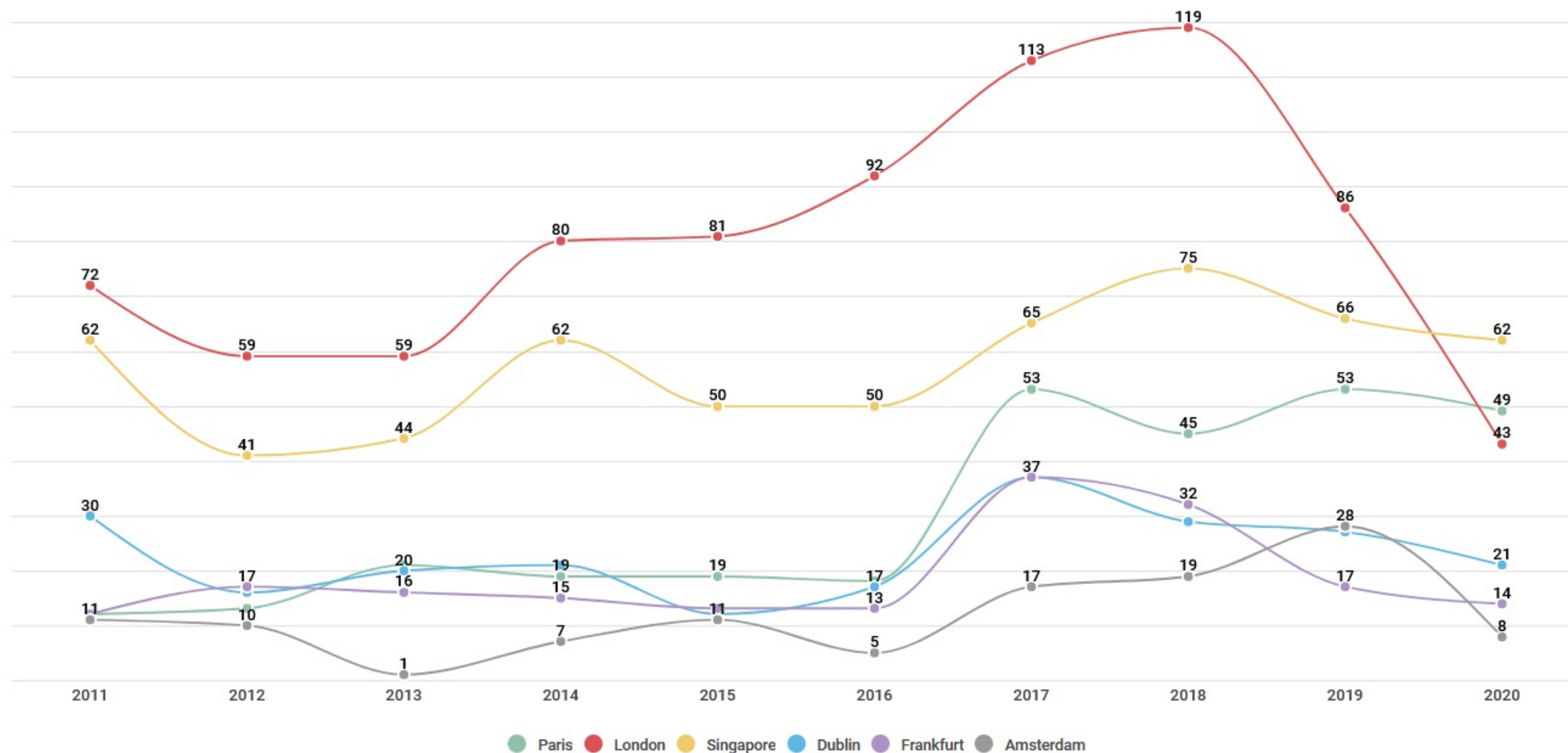
2020: THE COMPETITION WITHIN EUROPE

The markets shares of the main destinations for international investments in Europe, in the long-term perspective. After a decade of riding ahead of competition, London lost its lead due to Brexit, while Paris surged.



2020: THE COMPETITION WITHIN EUROPE

2020 : Paris gets ahead of London in the highly strategy sector of financial industries

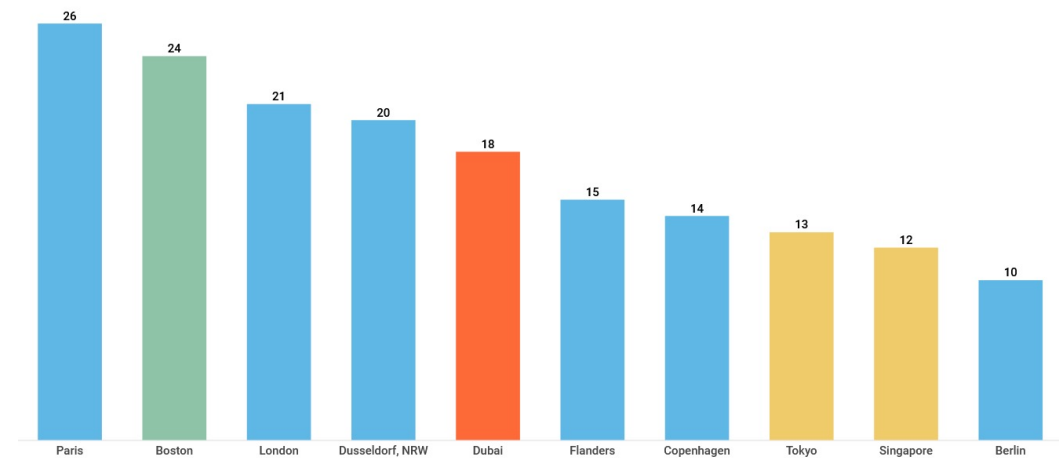


2020 : PARIS SCIENTIFIC LEADER

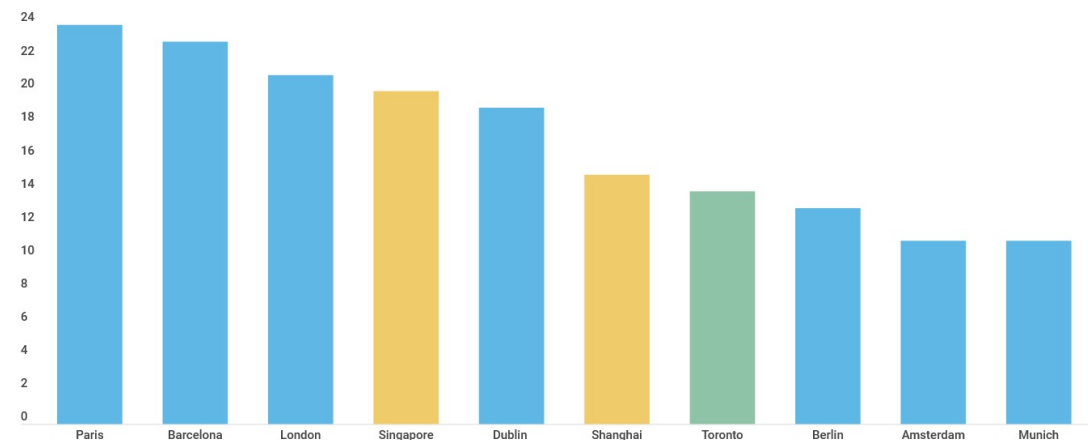
2020 : Paris is clearly a top destination in the world both regarding research centres and regarding life science investments, which covid-19 pandemics made particularly coveted.



LIFE SCIENCES



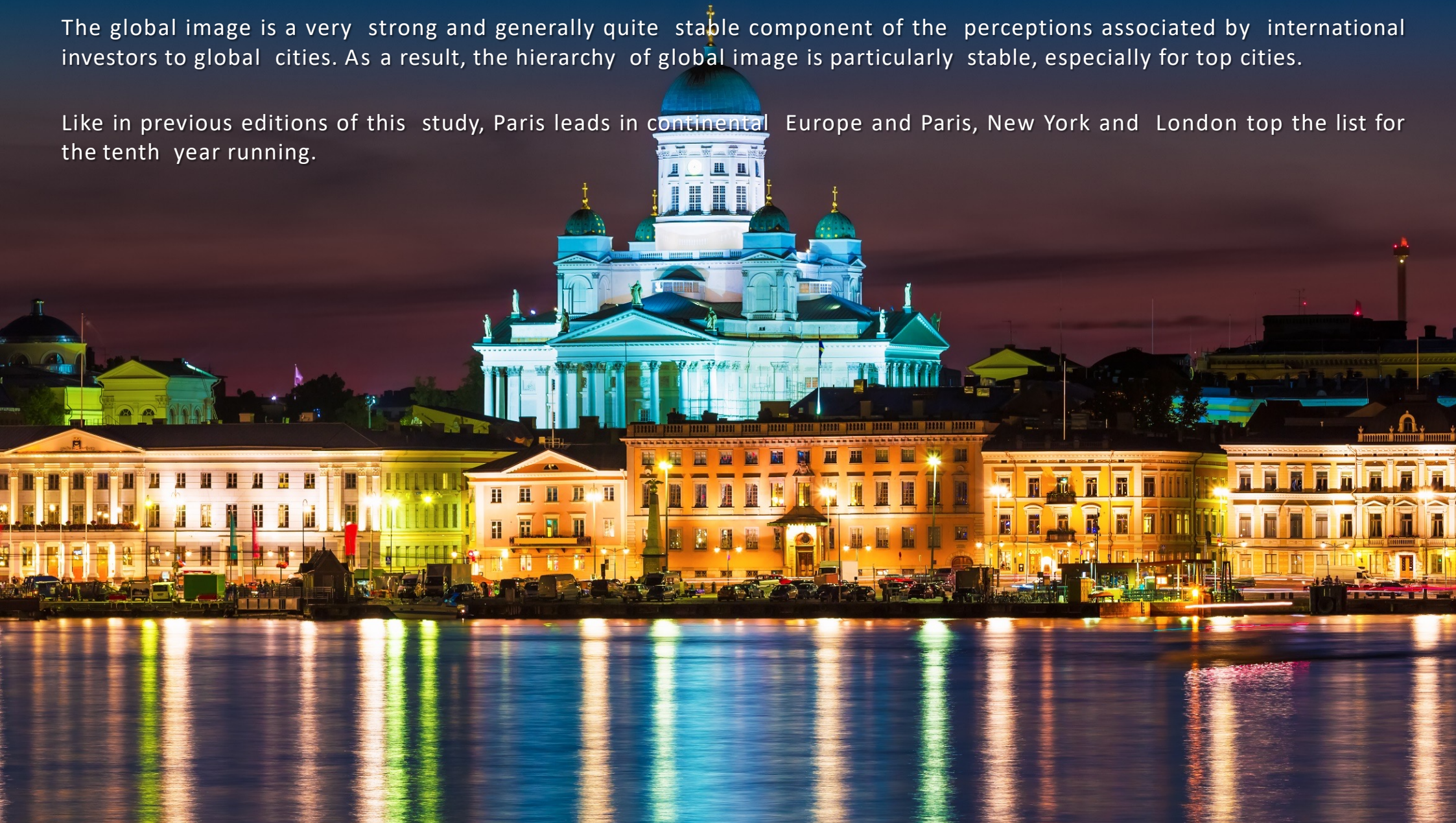
RESEARCH CENTRES



CITIE'S GLOBAL IMAGE

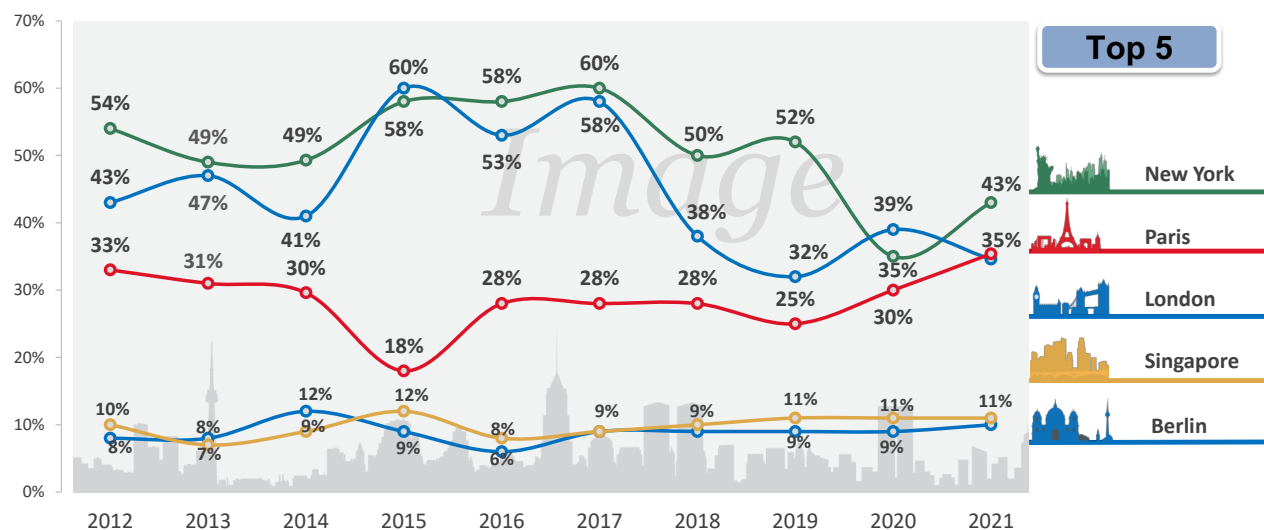
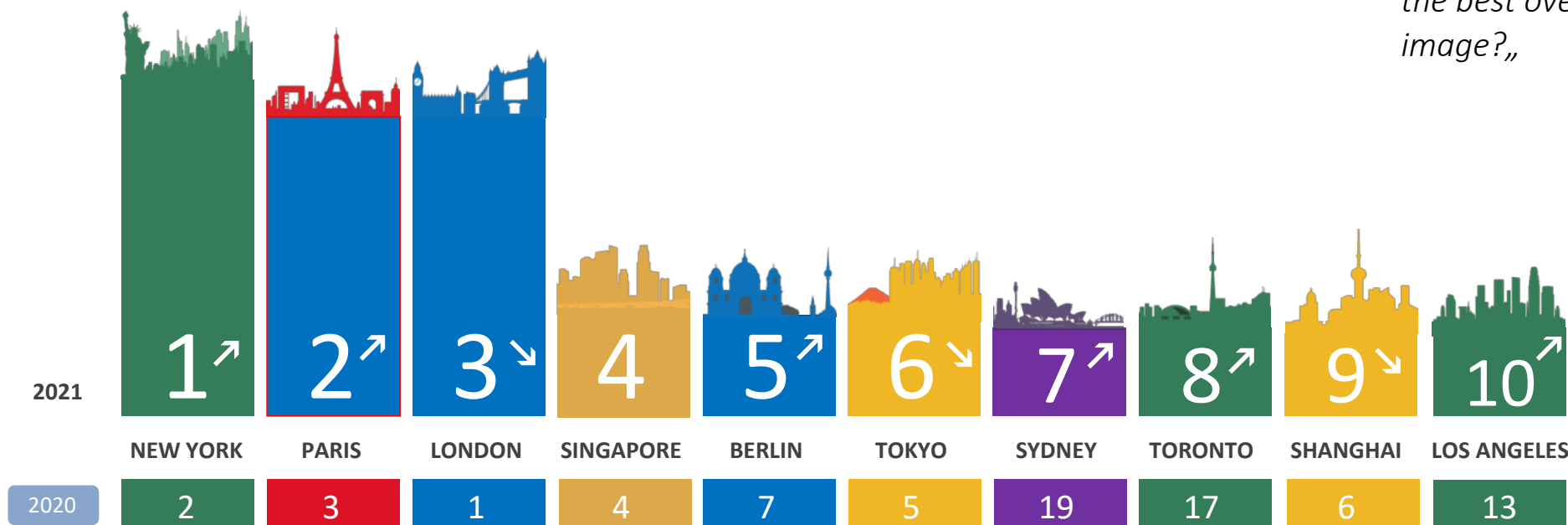
The global image is a very strong and generally quite stable component of the perceptions associated by international investors to global cities. As a result, the hierarchy of global image is particularly stable, especially for top cities.

Like in previous editions of this study, Paris leads in continental Europe and Paris, New York and London top the list for the tenth year running.



GLOBAL CITIES IMAGE

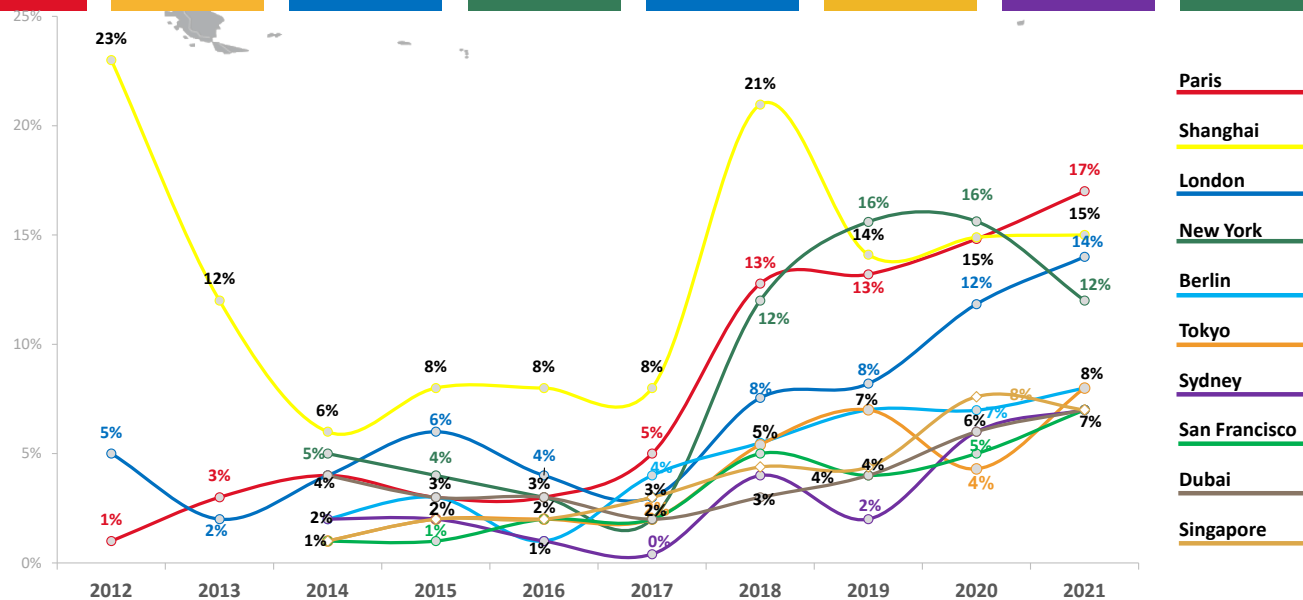
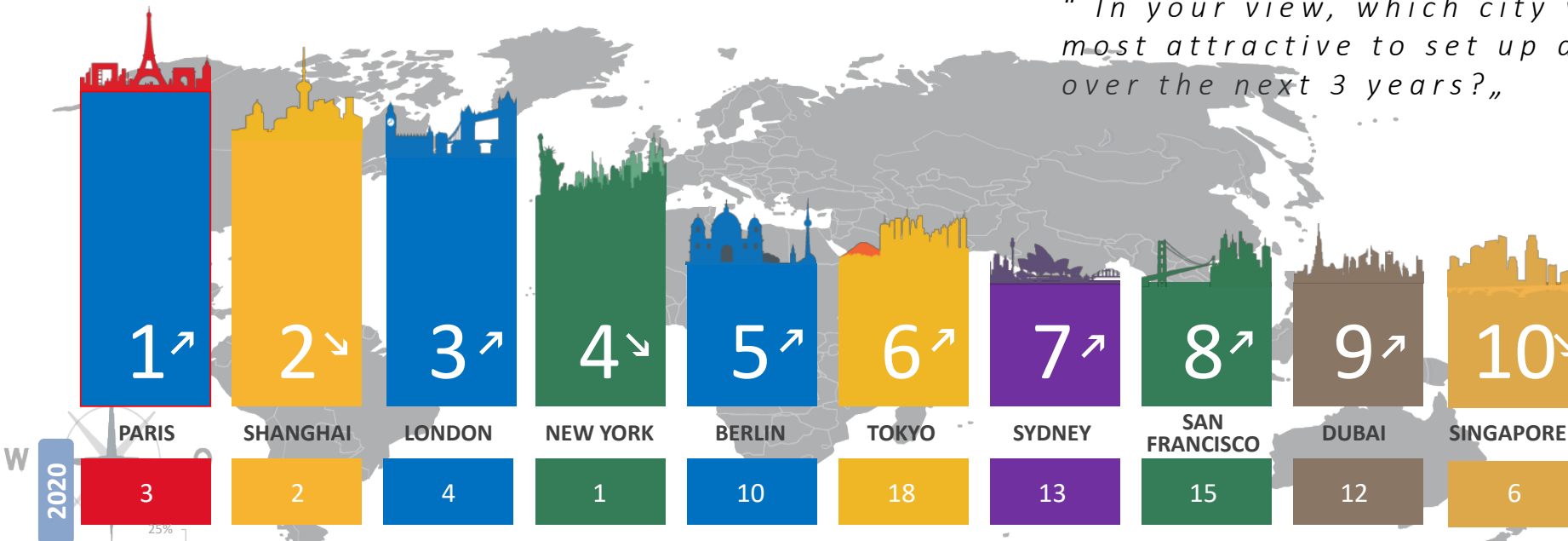
“ In your view, which city has the best overall image?,,



The global image of Paris continue to rise steadily, with the European city now in second rank, before London. Paris, London and New York were the top 3 cities for global image since the beginning of this observatory.

GLOBAL CITIES ATTRACTIVENESS

"In your view, which city will be the most attractive to set up a business over the next 3 years?"



Investors anticipate that Paris, Shanghai and London will be the most attractive to set up a business over the next three years. Paris, London are up a notch compared to last year, Berlin gains five ranks, Sydney and Toronto 7, Tokyo 12. Shanghai, New York and Singapore however do not enjoy the same results as last year.

INVESTORS' CRITERIA



Investors seek to select the best opportunities, combining the highest returns with the lowest risks. As a result, fundamentals matter when selecting a place to invest. Building the sort of economic and political environment that makes a truly global city is a rare achievement and the global city a rare commodity.

Political stability and juridical security are probably the most difficult to achieve, yet they are the first criterion for investors. Availability of skilled RH, infrastructure, market accessibility and size and economic growth come next. Living costs, quality of education, quality of life, quality of R&D, and startup ecosystem are a less often quoted, yet this does not mean that they are not often decisive means of differentiation in the competition between global cities.

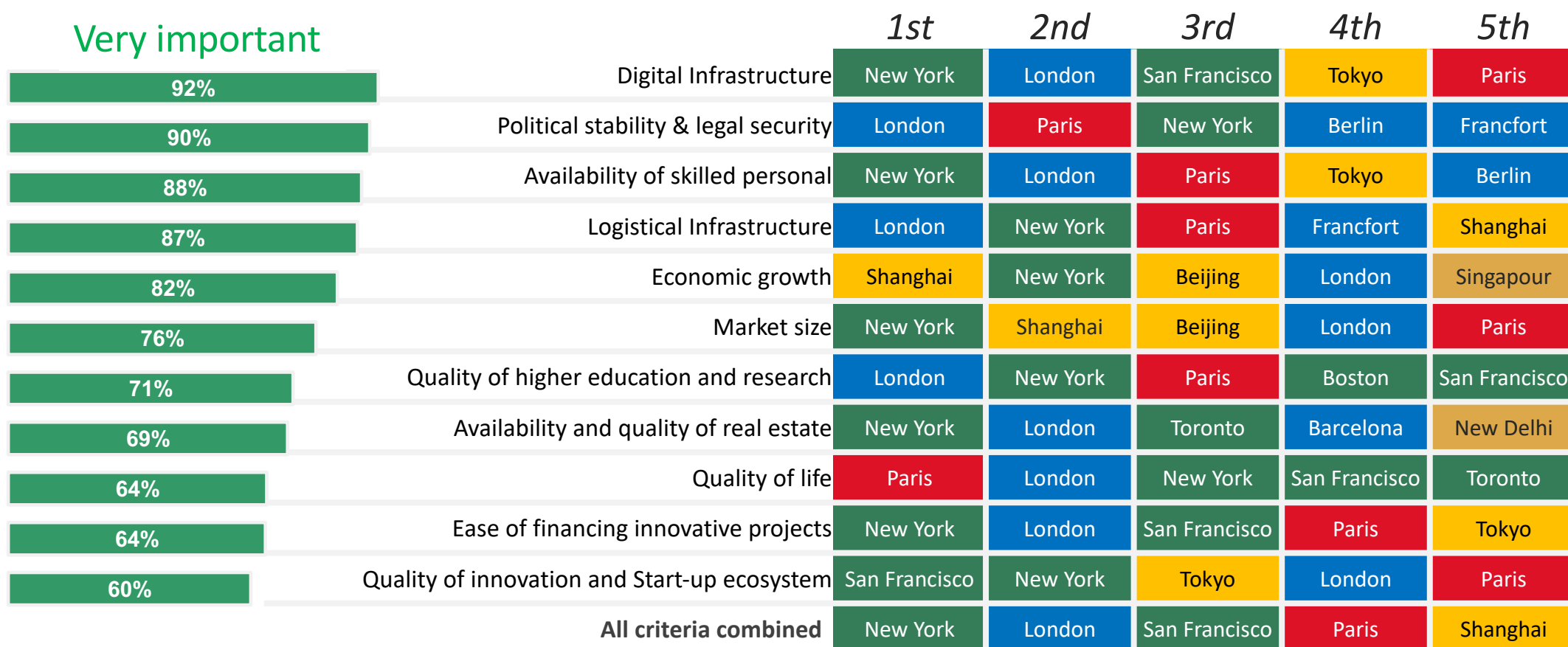
A city's brand matters, even when it comes to analyzing a city's attractiveness, criterion by criterion. This is why a few cities are disproportionally quoted on each criterion. A city's brand is a strong asset, and changing it a daunting affair for promoters and investors alike.

INVESTMENT CRITERIA

MAIN CRITERIA

“In your view, which of the following investment criteria are important or very important when choosing your location?”

The pandemics increased the value of digital infrastructure, the most important criterion with political stability and availability of qualified personal.



MAIN DESTINATIONS BY CRITERION

“In your view, which city is the most attractive for business and company location regarding [each criterion] ?,”

PARIS, *positive outlook* for a top global city



«In your view, will Paris become more or less attractive over the next three years for setting up a business ?»

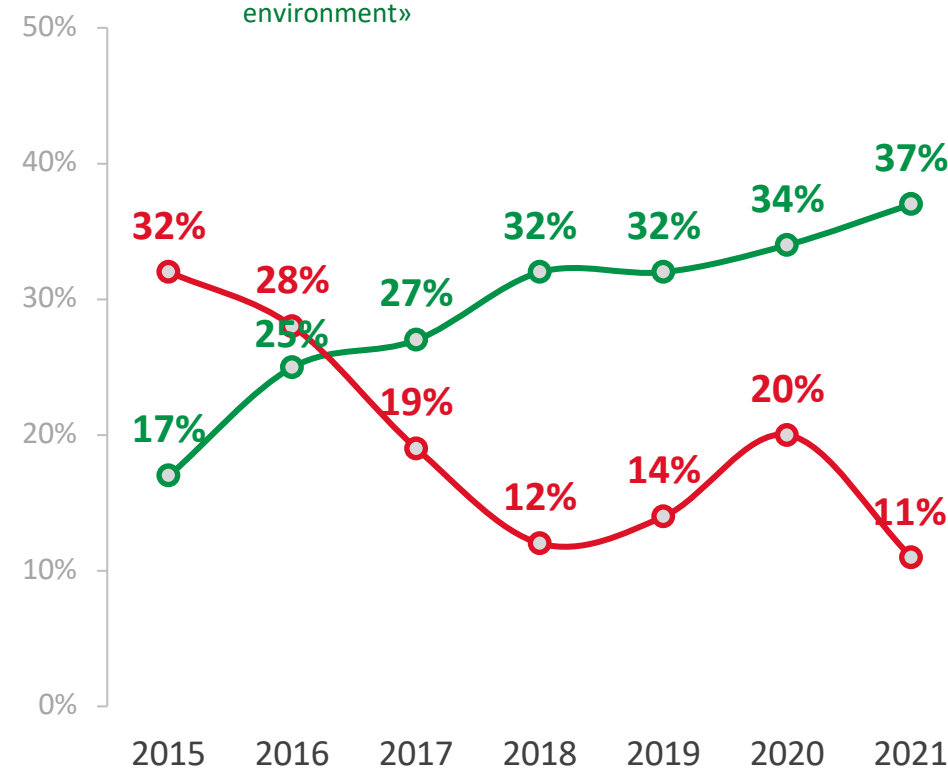
« Thanks to its proximity to London, thanks to Brexit, and thanks to Olympic Games »

« Paris produces cutting-edge innovation and technology. For us, this is the place to be »

« People are creative, economy is strong, the government is stable»

« Paris is well placed to communicate with other countries»

« All the major companies are there. And its a thriving and clean environment»

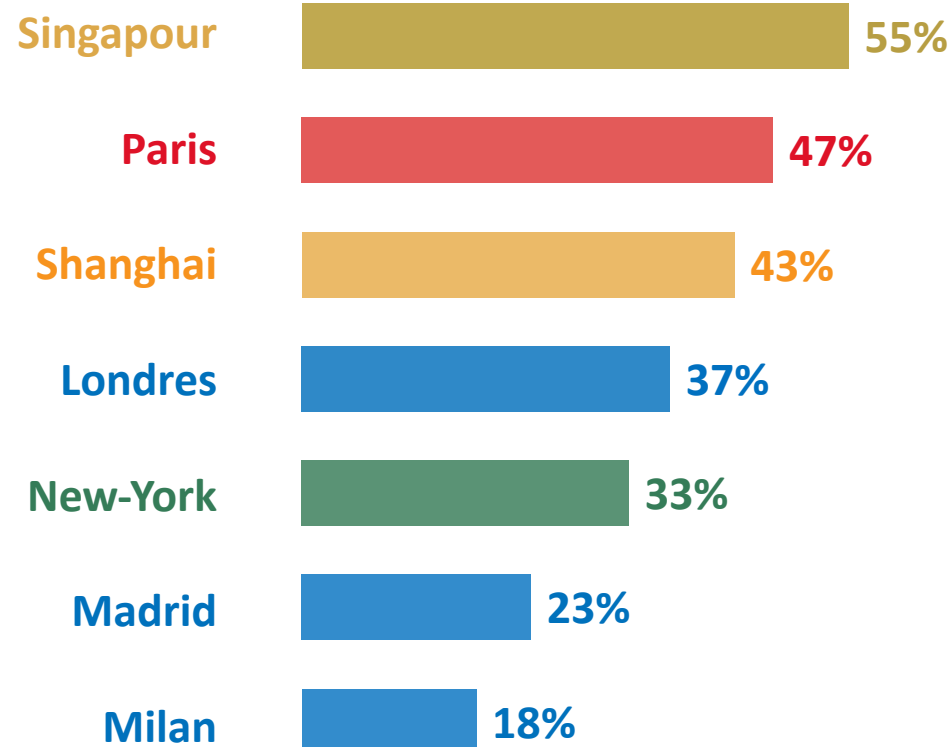


PARIS, *positive outlook for a top global city*



Paris is the Western city that adapted and recovered the best. It is ranked second, after Singapore, on a global scale. Other Western cities, including New York and London, have been perceived as less successful during the covid-19 crisis.

“In your view, which of the following cities fared the best during the pandemic?”



METHODOLOGY

International investments are tracked by the “fDi markets” database.

The “fDi markets” database collects information about “crossborder investment in a new physical project or expansions of an existing investment which creates new jobs and capital investment.

Joint ventures are only included where they lead to a new physical operation. Mergers & acquisitions (M&A) and other equity investments are not tracked. There is no minimum size for a project to be included”.

The Monitor uses the simplest possible unit: a published investment project, by contrast with expected job creations or capex, so as to maximize comparability and minimize interferences from local factors – currency fluctuations, governmental promotion, etc.

The top global cities for international investments list is regularly updated to take account of the significant rebalances in the global economy.

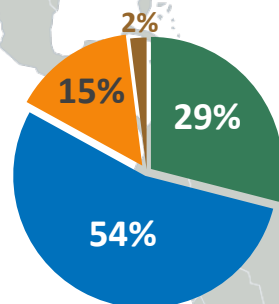
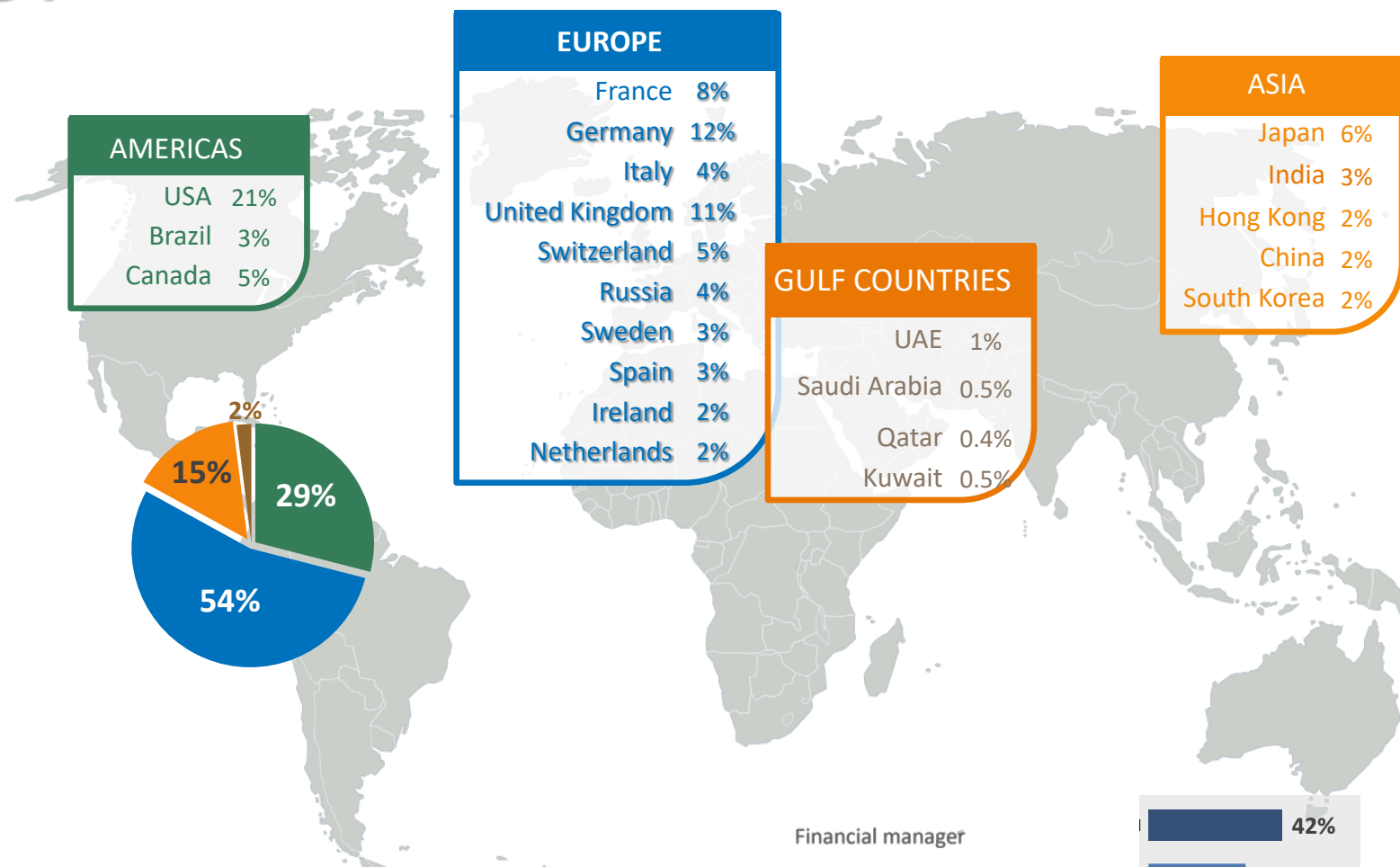
The territories considered are the urban regions corresponding to each global city. For example, “London” refers to Greater London, “Paris” to Paris Region aka. Ile-de-France, New York to New York State...

METHODOLOGY

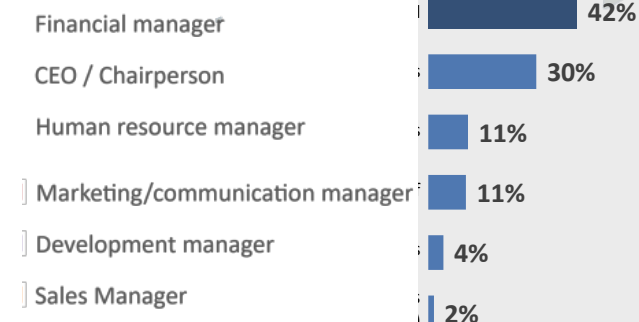
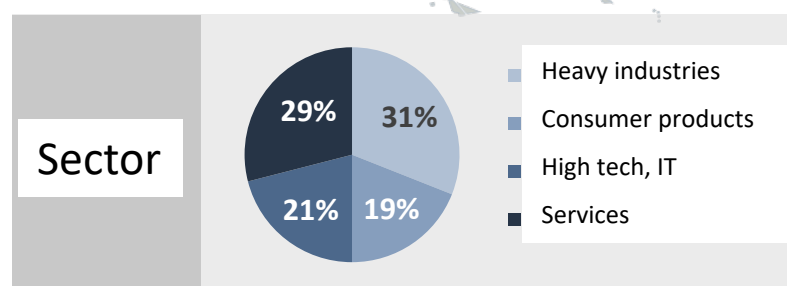
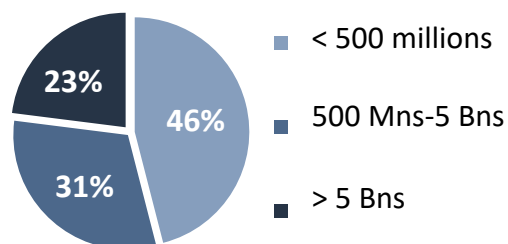
INVESTORS' PERCEPTIONS

A poll conducted with a representative sample of **513 companies** with international business settlements
In 22 countries

Phone interviews with **global business leaders**
October 2021



Gross revenue 2020 (€)



Positions



GREATER PARIS INVESTMENT AGENCY

GREATER PARIS INVESTMENT AGENCY is a non-profit organization founded 30 years ago by the Paris Chamber of Commerce and Industry to attract new international investors in Greater Paris and to bolster its attractiveness.

It is comprised of major companies; they guarantee total independence and provide support in fulfilling the Association's main missions.

As Greater Paris business ambassador, our Agency is a key partner and advisor linking government decision-makers and our prestigious business partners' network. It is a major player in the Greater Paris project.



CHOOSE PARIS REGION

CHOOSE PARIS REGION is a nonprofit agency that promotes the attractiveness of Paris Region on a national, regional and world scale. The Agency brings together all the players in the region to offer international companies tailor-made services. The Agency supports them at every stage of their development.

The Agency's primary mission is to showcase the attractiveness of the region and act as a catalyst for business and innovation. It relies on its market expertise and local network to help international businesses build long-lasting partnerships, draw up development plans, and strengthen their local presence in the region.





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