



NOUVELLE AQUITAINE region

FOREIGN
INVESTMENTS

2021



NOUVELLE AQUITAINE REGION

Nouvelle Aquitaine received 116 investment projects in 2021, creating or maintaining 2,176 jobs, an 85% rise since 2020. One-third of these jobs were in manufacturing activities.

Key Figures



GDP (2020): €172 BILLION
(3rd nationally)
(INSEE)



1,600+ foreign businesses
present in Nouvelle
Aquitaine
(Orbis, 2021)



83,800+ businesses created
in the region in 2021
(INSEE)



1,428,500 employees in the
private sector in Q1, 2021
(ACOSS-URSSAF)

€25.9 BILLION in exports
(French Customs Authorities)

116



projects in 2021,
creating or maintaining
2,176 jobs

TOP 3

BUSINESS ACTIVITIES

Manufacturing (32 projects)

Retail outlets (21 projects)

Consumer services
(20 projects)



1/3RD of jobs were in
manufacturing



The number of
creations was
in the majority:

53%
of investments



**RISE OF
85%**
in jobs

Number of projects and jobs by investment type:

	Creation	Expansion	Takeover
Projects	62	52	2
Jobs	748	1,128	300

Foreign investments in Nouvelle Aquitaine

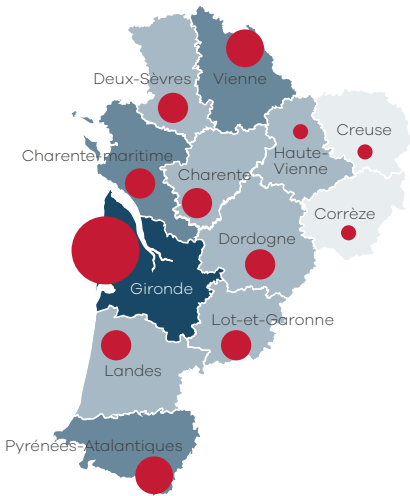
There are over 1,600 foreign businesses in Nouvelle Aquitaine, where they employ more than 55,000 people.¹ Nouvelle Aquitaine received 116 new investment projects in 2021, creating or maintaining 2,176 jobs in the region, an 85% rise since 2020.

Foreign investment in Nouvelle Aquitaine mainly involved production/manufacturing activities, which accounted for nearly 30% of all projects and one-third of jobs created. Retail outlets represented 18% of projects, while 17% concerned consumer services. Investments in R&D and engineering accounted for 10% of all jobs created in the region.

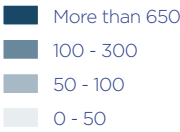
The wholesale and retail sector received 18% of all projects and 12% of jobs. Other job-creating sectors included the hospitality, tourism and restaurants sector (12% of jobs), IT services (9%) and pharmaceuticals and biotechnologies (9%). In this field, the investments made by the Germany laboratory Merck in Martillac (Gironde) to expand its activities contributed strongly to the performance of the sector in the region.

¹ Source: Orbis, 2021

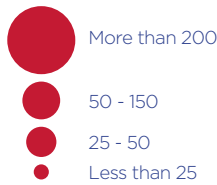
Map of foreign investment in the region



Foreign
businesses*



Foreign
investments**



* Stock of foreign businesses in France (Orbis, 2021)
** Job-creating foreign investments in France (2014-2021)
Source: Annual Reports 2014-2021, Business France

They chose Nouvelle Aquitaine

DRT: DRT, which has been based in the region since 1932, has invested in a new multi-purpose manufacturing unit for bio-sourced ingredients at its Castets site (Nouvelle Aquitaine). The new plant, commissioned in January 2022, will ensure the supply in Europe of various finished products, as well as a wide range of intermediate products for industry. It offers more profitable solutions, with a reduced environmental impact due to its location at the heart of European markets, thereby reducing the transport of raw materials and finished products. This investment led to them winning the competition, which pitted the Nouvelle Aquitaine site against a project that could have been carried out in India. This new opening is expected to lead to the creation of 30 new jobs on site.

Merck: The German laboratory Merck, which operates in Martillac (Nouvelle Aquitaine region), has made significant investments to integrate commercial production into its development site, thereby confirming its position on an international scale in the contract development and manufacturing organization (CDMO) sector. Due to its experience in this field, the Martillac site created 35 years ago was naturally designated as the leader of this diversification project. To meet these various strategic challenges, Merck Biodevelopment is constructing a commercial manufacturing facility and is expected to hire more than 150 people by the end of 2023.

Aigle: In 2021, the manufacturer of natural rubber boots Aigle, a subsidiary of the Swiss group MF Brands, relocated part of its production of children’s boots to its historic site in Ingrandes, near Châtellerault (Nouvelle Aquitaine region), a symbol of the brand’s expertise and strong competitive edge. To meet the growing demand for “Made in France” products, the manufacturer will recruit 80 people over the next two years. Having become a company with a mission, Aigle, which is recognized for the sustainability of its products, has established itself as an eco-responsible brand. This relocation is part of the brand’s desire to reduce its carbon footprint by reducing, among other things, the transport of goods. The manufacturer also plans to consolidate all its European activities at its site in Nouvelle Aquitaine.

Breakdown of projects by business activity (2016-2021)

Business activity	Number		Share (%)		Share of this region* (%)	
	Projects	Jobs	Projects	Jobs	Projects	Jobs
Decision-making centers	85	841	16%	8%	4%	3%
First-time investments in France	51	438	10%	4%	3%	3%
Global / European headquarters	14	119	3%	1%	7%	5%
French headquarters	20	284	4%	3%	6%	3%
Logistics	19	509	4%	5%	5%	2%
Retail outlets	116	1,569	22%	14%	13%	9%
Production/Manufacturing	130	4,378	24%	40%	6%	5%
R&D, engineering, design	44	700	8%	6%	5%	4%
R&D	28	300	5%	3%	6%	3%
Business services	77	1,558	14%	14%	6%	5%
Consumer services	64	1,269	12%	12%	11%	8%
Total	535	10,824	100%	100%	7%	5%

Key: Between 2016 and 2021, 24% of investments in the Nouvelle Aquitaine region were in production/manufacturing.

The Nouvelle Aquitaine region welcomed 6% of all foreign investment in this business activity in France.

* Share of investments in Nouvelle Aquitaine as a percentage of total investments in each business activity nationwide between 2016 and 2021.

Breakdown of projects by business sector (2016-2021) (Top 10)

Business sector	Number		Share (%)		Share of this region* (%)	
	Projects	Jobs	Projects	Jobs	Projects	Jobs
Wholesale and retail	92	1,199	17%	11%	11%	5%
Consulting and business services	50	958	9%	9%	7%	5%
IT services	41	697	8%	6%	4%	3%
Machinery and mechanical equipment	37	696	7%	6%	8%	6%
Agri-food	31	451	6%	4%	8%	5%
Textiles and accessories	23	642	4%	6%	6%	7%
Sport and leisure	23	161	4%	1%	13%	8%
Pharmaceuticals and biotechnologies	21	699	4%	6%	9%	10%
Chemicals, plastics	20	299	4%	3%	7%	4%
Hospitality, tourism and restaurants	18	613	3%	6%	8%	7%

Key: Between 2016 and 2021, the wholesale and retail sector accounted for 17% of investments in the Nouvelle Aquitaine region.

The Nouvelle Aquitaine region accounted for 11% of all foreign investment in this sector.

* Share of investments in Nouvelle Aquitaine as a percentage of total investments in each business sector nationwide between 2016 and 2021.

Breakdown of projects by source country (2016-2021) (Top 10)

Source country	Number		Share (%)		Share of this region* (%)	
	Projects	Jobs	Projects	Jobs	Projects	Jobs
Germany	92	1,566	17%	14%	7%	5%
United Kingdom	63	2,104	12%	19%	9%	9%
United States	60	1,224	11%	11%	5%	3%
Italy	45	376	8%	3%	7%	3%
Netherlands	40	380	7%	4%	9%	5%
Spain	36	701	7%	6%	13%	10%
Belgium	28	491	5%	5%	7%	5%
Switzerland	27	709	5%	7%	7%	6%
Canada	21	497	4%	5%	7%	5%
Sweden	16	225	3%	2%	8%	5%

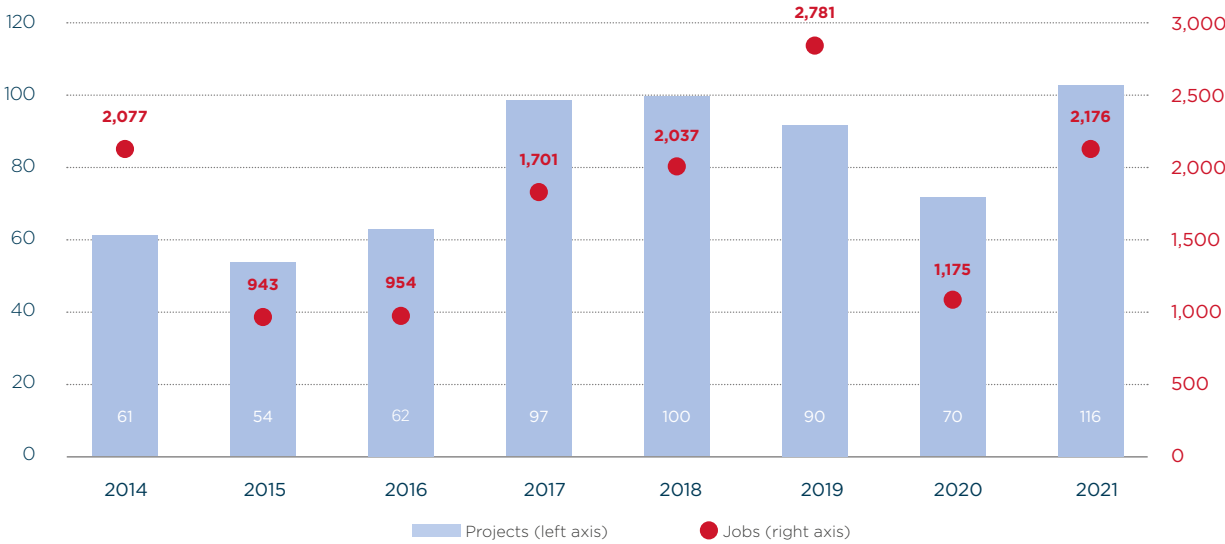
Key: In 2021, 17% of investments in the Nouvelle Aquitaine region came from Germany.

The Nouvelle Aquitaine region welcomed 7% of all German job-creating investment in France.

* Share of investments in Nouvelle Aquitaine as a percentage of total investments by each source country nationwide between 2016 and 2021.

Source: Annual Reports 2016-2021, Business France

Change in projects and jobs



Source: Annual Reports 2014-2021, Business France



Vincent Bost, Director of the Nouvelle Aquitaine Innovation and Development Agency (ADI N-A)

Tailored support from the Nouvelle Aquitaine Innovation and Development Agency

Foreign businesses account for more than 1,000 accounts established in the Nouvelle Aquitaine region. These establishments of foreign firms are sometimes in competition with other sites belonging to the same group abroad to attract new business, such as in the Danisco case, described below.

Our principal goal is to get to know these projects as far upstream as possible, through directors at the sites, the local authority or Business France. The establishment and the region affected may be able to benefit from structured support and a dedicated project team, operating at local, regional and national level. This service can be coordinated by the Business Setup department at the Nouvelle Aquitaine Innovation and Development Agency, with a view to strengthening and encouraging the positioning of a regional site, defining the attractiveness strategy, constructing specific sales pitches, highlighting regional sector ecosystems, finance engineering and real estate operations to support the project.

With a view to anticipating the detection of these strategic projects within Nouvelle Aquitaine, ADI N-A, the Regional Council and Business France have set up an “after care” service for foreign business account holders.

The Danisco project: three points of view on great team work

Christophe Salagnad, Supply Chain Manager, Danisco France

“The construction of a new R&D center at our site in Dangé-Saint-Romain (Nouvelle Aquitaine) was pitted against two other sites in Europe. The Nouvelle Aquitaine Business Setup Department was very responsive and supported us by producing an extremely comprehensive dossier to highlight the attractiveness of France, the region and the local area in terms of innovation. This support is much appreciated and has led to nearly 60 highly qualified jobs in the Grand Châtelleraut area being maintained.”

Florence Thoni, Director of Attractiveness and Economic Development, Grand Châtelleraut

“Grand Châtelleraut, through its economic development department, has helped Danisco to keep its R&D activities in the local area. It has done this by drawing on the expertise of stakeholders, and in particular the Nouvelle Aquitaine Development and Innovation Agency, for help with putting together the dossier for the investment bid. You have to be a true facilitator to maintain, set up or develop businesses in our local area.”



Alain Rousset, President of the Nouvelle Aquitaine Region

Promoting the social and environmental exemplary nature of the Nouvelle Aquitaine region to foreign businesses to increase attractiveness

With 116 foreign direct investment projects accounting for 2,176 jobs created or maintained over three years, Nouvelle Aquitaine has regained a pre-crisis level of attractiveness on the international scene and is contributing to France's overall attractiveness and economic buoyancy. This is the result of a long-term policy to regain industrial sovereignty, strong support for research, and a culture of innovation.

At the same time, the Nouvelle Aquitaine region has also anticipated the impacts of climate change, in particular by bringing together 450 researchers on this major issue, which is a unique approach in France. In July 2019, regional elected officials adopted the regional roadmap dedicated to the energy and ecological transition: Neo Terra. It sets out tangible ambitions to support the environmental, climate, societal and economic transition by 2030.

The Covid-19 health crisis has only confirmed the need to accelerate these transitions.

Being convinced that, to meet the challenges of tomorrow, we would have to get the economy, the environment and social structures to work together, I decided to make Nouvelle Aquitaine the first eco-responsible region. It is an ambition that will become the leitmotif of our attractiveness policy.

The foreign direct investment projects carried out in 2021 are already part of this regional ambition. This is either because they develop solutions that are more respectful of the environment, they work to recover their waste, they relocate their production chain, or they invest for the well-being of their employees.

Businesses that set up or develop in the Nouvelle Aquitaine region by contributing to the collective Neo Terra effort receive as much support as possible from the region and its development agency. We need to encourage this virtuous circle of responsible attractiveness and encourage the exemplary businesses that are developing in the region, and in so doing are attracting new projects that share these values.

It is this vision of sustainable attractiveness focused on the future that we have cultivated in recent years through an entire ecosystem: research and development, education, innovation, training and industry.

I would like to sincerely thank all those foreign businesses that believe in our region and its key players and are investing in Nouvelle Aquitaine, thereby contributing to its economic strength.



*Nouvelle Aquitaine,
responsible and durable
attractiveness*



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