

Beat: Business

## ILE DE FRANCE REGION IS PRAISED BY INTERNATIONAL INVESTORS AFTER BREXIT

FOR CHOOSE PARIS REGION AND PARIS EUROPL

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**USPA NEWS** - As negotiations continue between the European Union and the United Kingdom, Choose Paris Region and Paris EUROPLACE unveil the latest figures on foreign investment flows linked to post-BREXIT. Ile-de-France, appears to be the destination of choice for international investors in the context of BREXIT. Relocations of activities in Ile-de-France within the framework of BREXIT have been taking place since June 23, 2016, date of the referendum, and there are to date 369 projects to set up, invest or relocate teams in link with BREXIT which have been identified by Choose Paris Region, the agency promoting the attractiveness of the Ile-de-France Region, which represents nearly 10,000 jobs. 47% of the projects identified concern companies in the financial sector, which alone represent 50% of jobs. The following are the service and consulting business sectors (14% of projects and 11% of jobs) and digital services and content (13% of projects and 13% of jobs).

Ile-de-France, appears to be very appealing and chosen as the destination of choice for international investors in the context of BREXIT. As negotiations continue between the European Union and the United Kingdom, Choose Paris Region and Paris EUROPLACE unveil the latest figures on foreign investment flows linked to post-BREXIT. Relocations of activities in Ile-de-France within the framework of BREXIT have been taking place since June 23, 2016, date of the referendum, and there are to date 369 projects to set up, invest or relocate teams in link with BREXIT which have been identified by Choose Paris Region, the agency promoting the attractiveness of the Ile-de-France Region, which represents nearly 10,000 jobs-----

47% of the projects identified concern companies in the financial sector, which alone represent 50% of jobs. The following are the service and consulting business sectors (14% of projects and 11% of jobs) and digital services and content (13% of projects and 13% of jobs). According to FDI market, the Ile-de-France region experienced the strongest growth in the financial services sector between 2018 and 2019, ahead of the main world regions, with an increase in international direct investments in this sector of 14% while in at the same time Greater London saw investment drop by 29%.

ESTABLISHMENT ON THE CONTINENT NECESSARY TO MAINTAIN ACTIVITY WITH THE EUROPEAN UNION

Among the 369 projects identified, 184 have already made their decision to settle in Ile-de-France, with the prospect of nearly 5,000 jobs, including 3,500 direct jobs for financial projects. 133 projects are still active and 52 projects have been abandoned. The financial sector represents 63% of confirmed projects, notably as a result of the loss of the post-BREXIT European passport, but it is not the only one represented in projects linked to BREXIT in Ile-de-France. Indeed, BREXIT is also a global subject of restructuring the attractiveness of large European metropolises and not only a subject of transfer of activities from London, nor a subject linked only to the financial sector. Source: Ile de France Region

**Article online:**

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