



AMBASSADE
DE FRANCE
EN IRLANDE

*Liberté
Égalité
Fraternité*



THE FRENCH ECONOMIC FOOTPRINT IN IRELAND



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Minister Delegate for Foreign Trade,
Economic Attractiveness and
French Nationals Abroad

FOREWORD

Since 2017, France has implemented a consistent reform agenda ranging from cutting corporate tax to facilitating social dialogue within companies and implementing ambitious climate action. This strategy has effectively transformed our economy and created a pro-business environment, with France now out-performing the average of its peers while reducing its carbon emissions.

In Ireland too, France is in business. This report underlines the major contribution of French companies to the local economy, as they create highly-qualified and well-paid jobs.

For years, Ireland has been a very good place to run a business. And for four years now, France has been the leading destination for foreign investment projects in Europe. By working together, as Europeans, we will make the EU a winner in the next wave of investments linked to the green and digital transitions. We also share responsibility to support our own companies, from SMEs to multinationals, as they invest in other parts of the world. It is by being proactive that we will actively rebuild and protect our strategic autonomy.

It is critical for the Irish subsidiaries of French companies to take part in this conversation, to ensure we jointly devise the best policies to support a sustainable growth agenda. They too play their part in making our two countries, now more than ever, the closest EU neighbours.



Minister for Enterprise, Trade
and Employment

FOREWORD

In 2023 we celebrate 50 years of Ireland's EU membership and 30 years of the European Single Market. It is therefore fitting to shine a light on the current strength of Ireland's economic partnership with our closest EU neighbour, France.

The French Economic Footprint in Ireland report highlights the deepening of our economic relations in recent years. Two-way trade between Ireland and France has also increased substantially in the last ten years, reaching a record value in 2022. France is the leading EU investment partner in Ireland and is the top destination in Europe for Irish investment. Our increased trade connectivity post-Brexit - especially a fourfold increase in direct maritime links - has created a new sense of proximity and given rise to new opportunities for business. French and Irish companies are also partnering to deliver largescale, strategic European projects such as the Celtic Interconnector electricity cable - Ireland's first interconnector to mainland Europe.

Some 300 French companies have chosen to establish a presence in Ireland. This dynamic French footprint is felt across all regions and diverse sectors and contributes to the richness of the Irish economy - supplying high quality goods and services; promoting sustainable business practices and contributing to the creation of some 30,000 high-quality jobs. Some 28 of the top 40 French listed companies are present in Ireland and 80% of French companies surveyed for this report intend to maintain or grow their businesses in Ireland.

This report reaffirms Ireland's economic strengths and attractiveness as a destination for French business. At the same time, it acknowledges certain competitiveness challenges. Ireland's renewed enterprise policy will allow us to build on our core strengths - our pro-enterprise policy framework, our stable and sustainable regulatory and tax environment, our deep talent pool and spirit of innovation - while also investing in the infrastructure and skills required to maintain our competitiveness.

I wish to record my thanks to the Embassy of France in Ireland and express appreciation for the efforts of the wider teams, across various Government departments and State Agencies in Ireland and France, who are the driving force behind our economic ties and shared prosperity.

Finally, to acknowledge that Ireland and France share more than our deep economic ties. Our commitment to the European Union; our cultural and sporting affinities; and our historical friendship all contribute to the warmth and positivity of our business relationships. Our partnership remains strong, with opportunities of even greater collaboration and growth ahead of us

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6 KEY FIGURES ON THE FRENCH ECONOMIC FOOTPRINT IN IRELAND

*Source: French Customs, CSO,
French Embassy / FICC / Survey 2023*



X3

French exports to
Ireland have
tripled in ten years



#1

France is the
top EU supplier of
goods in Ireland



300

French companies
have subsidiaries
in Ireland



#1

France is the
top EU investor in
Ireland



30.000+

Direct jobs created
in Ireland by
French companies



80%

Of French companies
surveyed intend to grow
their business in Ireland



PART 1

FRANCE: #1 EU PARTNER
FOR IRELAND

FRANCE IS THE #1 EU SUPPLIER OF GOODS IN IRELAND

Trade skyrocketed in 10 years (2012-2022):

French exports tripled (from €2.2 bn to €6.6 bn).

Imports from Ireland doubled (from €5.5 bn to €9.4 bn).

Sharp acceleration of trade in 2022:

+45% for exports, +14% for import compared to the previous year.

France accounts for almost 9% of Irish imports of goods in 2022.

Facilitated by a 10-fold increase in maritime connections:

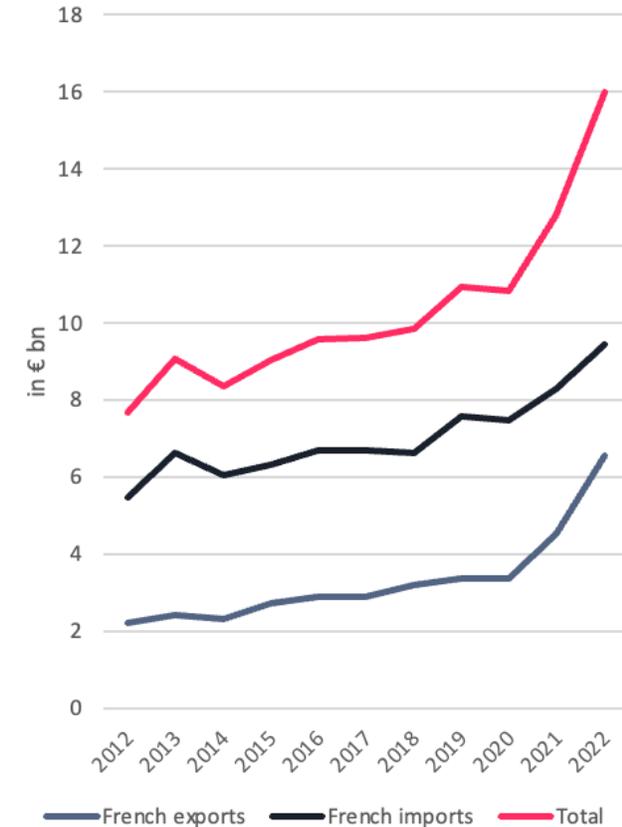
From 4 weekly crossings in 2018 to more than 44 per week in 2022.

Trade in services is thriving too:

In 10 years (2012-2022) : a nearly fourfold increase of French imports (from €4.2 bn in 2012 to €15.9 bn in 2022) and exports (from €3.3 bn in 2012 to €11.7 bn).

In 2022, a significant acceleration +31% for exports, +16% for imports compared to 2021.

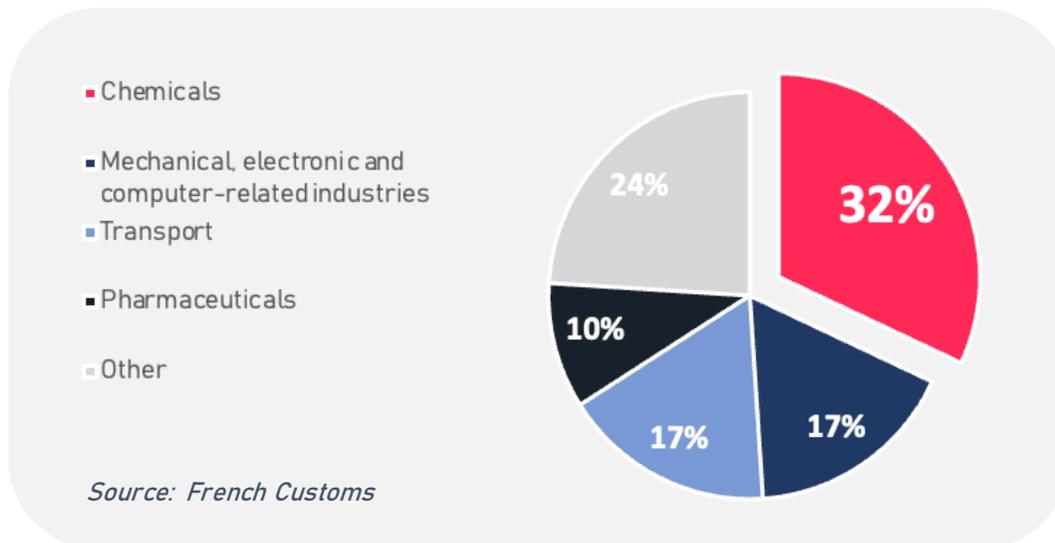
VALUE OF GOODS TRADE BETWEEN FRANCE AND IRELAND



Source : French Customs

AN INTEGRATED SUPPLY CHAIN BETWEEN FRANCE AND IRELAND

MAIN SECTORS OF FRENCH EXPORTS TO IRELAND



In 2022, the chemical industry represented one-third of France's total exports to Ireland.

The export of chemical products experienced a surge of 33% between 2021 and 2022, culminating in a total value of €2.1bn.

France is a leading partner for Ireland in infrastructure projects, public transport, and aeronautics.

Trade of transportation equipment – one fifth of the total – is booming.



General Manager
Clarins Ireland



A WORD... FROM CLARINS

What is your business?

Clarins was founded by Jacques Courtin-Clarins in 1954. Born in a beauty institute and based on plant science. With 250 plant extracts used in its formulas, Clarins is a recognized leader in skin care and make-up. Driven by continuous innovation and respect for nature, the brand's success is based on the close relationship and dialogue with its customers. Produced in France and available in 150 markets, Clarins accompanies all women, in every moment of their lives.

Why did you choose to expand in Ireland?

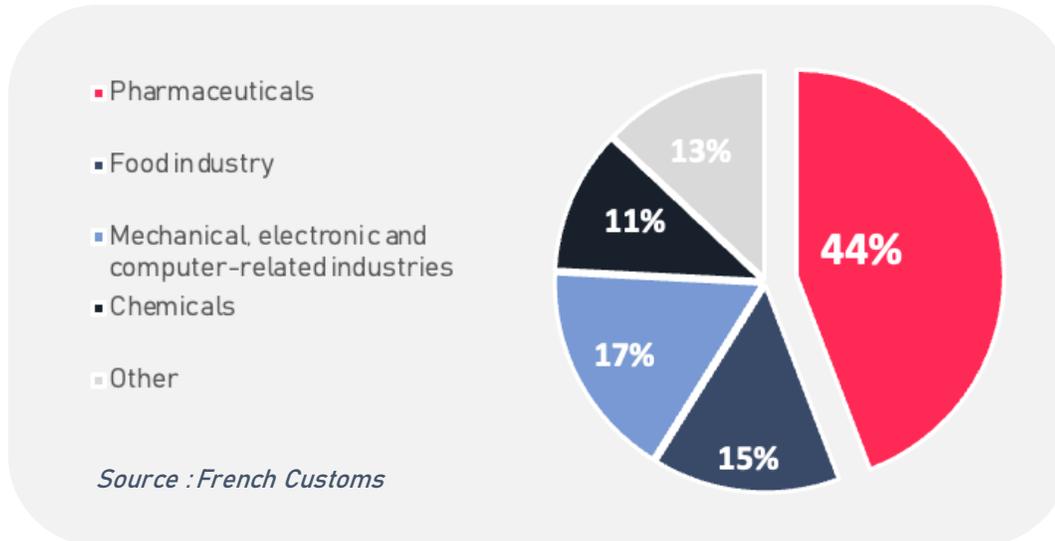
In 2024, Clarins will celebrate its 70th anniversary and four decades in Ireland. With its Dublin based office, its teams have ensured optimal customer listening and service. With most sales generated in pharmacies, opening a Boutique & Spa allowed our guests to immerse themselves in the full Clarins experience including a complete assortment of expert face and body treatments as well as makeup services.

What could improve your business opportunities in Ireland?

In the aftermath of COVID 19, rising retail vacancies is requiring a greater investment in our high streets. Cost effective, integrated transport to access city centres, especially in the evening, is crucial for safety, particularly for women, our main customers. Welcoming international brands can invigorate the market fostering competition and choice. Creating town "service hubs" incorporating pharmacies and focused on lifestyle needs can develop overall consumer experience.

AN INTEGRATED SUPPLY CHAIN BETWEEN FRANCE AND IRELAND

MAIN SECTORS OF FRENCH IMPORTS FROM IRELAND



In 2022, pharmaceuticals constituted almost half of French imports from Ireland

Ireland is the largest supplier of pharmaceutical products to France (between August 2022-July 2023).

Irish chemical product imports witnessed a 14% increase between 2021 and 2022 (a total value of €4.1bn).

France is in the top 3 destinations for Irish agri-food products (reached €1.2bn in 2022).



FRANCE IS THE #1 EU INVESTOR IN IRELAND

INWARD FDI POSITIONS BY COUNTRY OF **ULTIMATE INVESTMENT**, 2021

- #1 United States
- #2 Bermuda
- #3 Japan
- #4 **France**

Source: Central Statistics Office

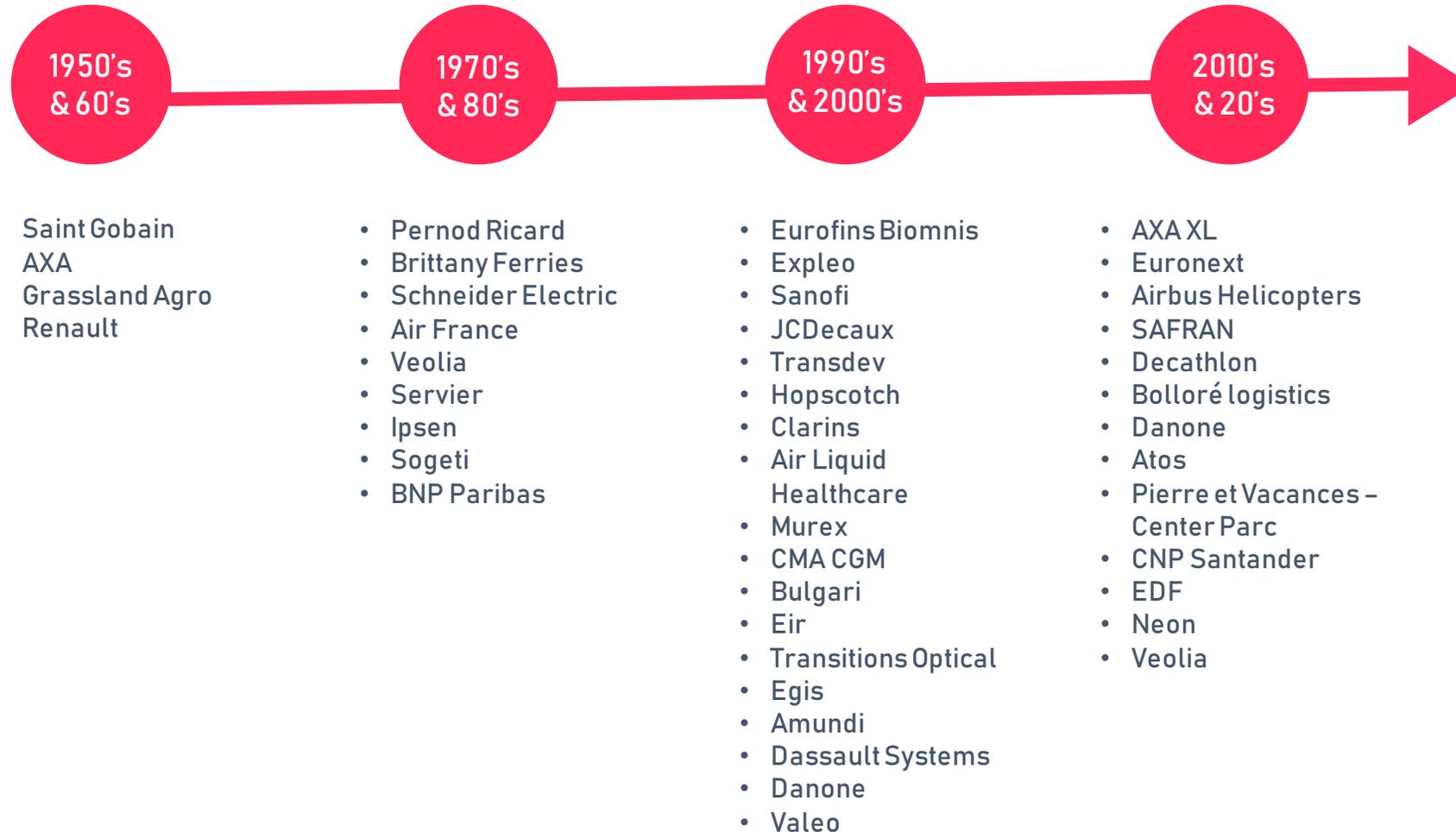
300 FRENCH COMPANIES HAVE SUBSIDIARIES IN IRELAND



28 OF THE TOP 40 FRENCH
LISTED COMPANIES ARE
PRESENT IN IRELAND

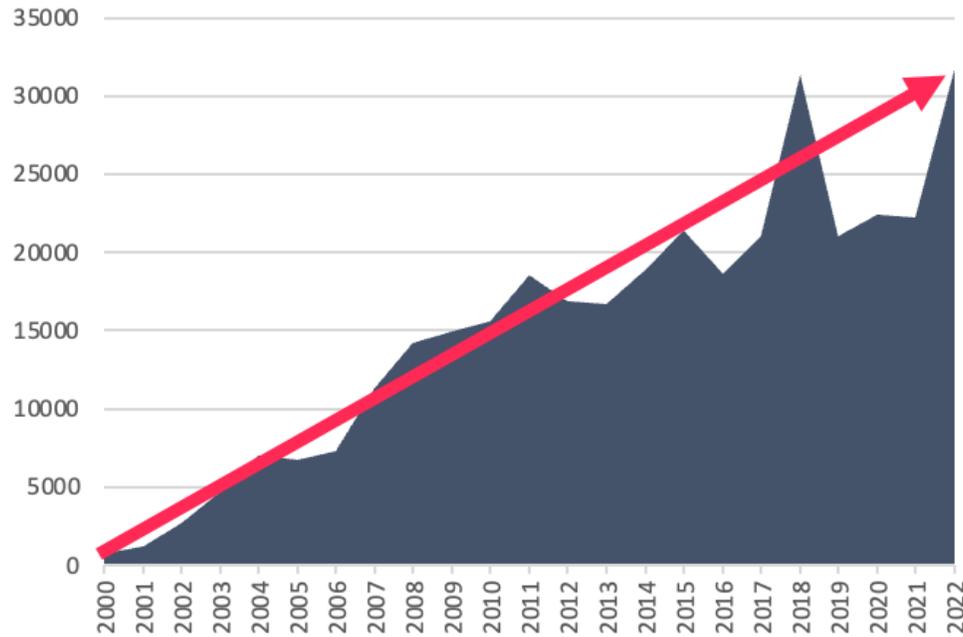
This figure does not take into account the numerous individual businesses (in tourism, hospitality, lifestyle, retail, tech, etc.) founded by French nationals that also contribute to the Irish economy.

ROOTED IN HISTORY, LOOKING FORWARD



ROOTED IN HISTORY, LOOKING FORWARD

TOTAL FRENCH FDI IN IRELAND (NET)



Source: Banque de France

Over the last decade, the stock of French FDI in Ireland has almost doubled, from €17 bn to €32 bn

The year 2022 alone saw a 42% increase

FRENCH COMPANIES ARE PRESENT IN ALL SECTORS OF THE IRISH ECONOMY

01 Financial services & Banking



38 companies

02 Pharmaceuticals & Medicals



20 companies

03 Insurance



17 companies

04 Construction & Infrastructure



17 companies

05 Energy & Environment



16 companies

There are 24 sectors of the Irish economy in which at least 3 French companies operate.



DEREK
KEHOE

CEO & Head of Country for
BNP Paribas in Ireland



BNP PARIBAS

A WORD FROM ... BNP PARIBAS

What is your business?

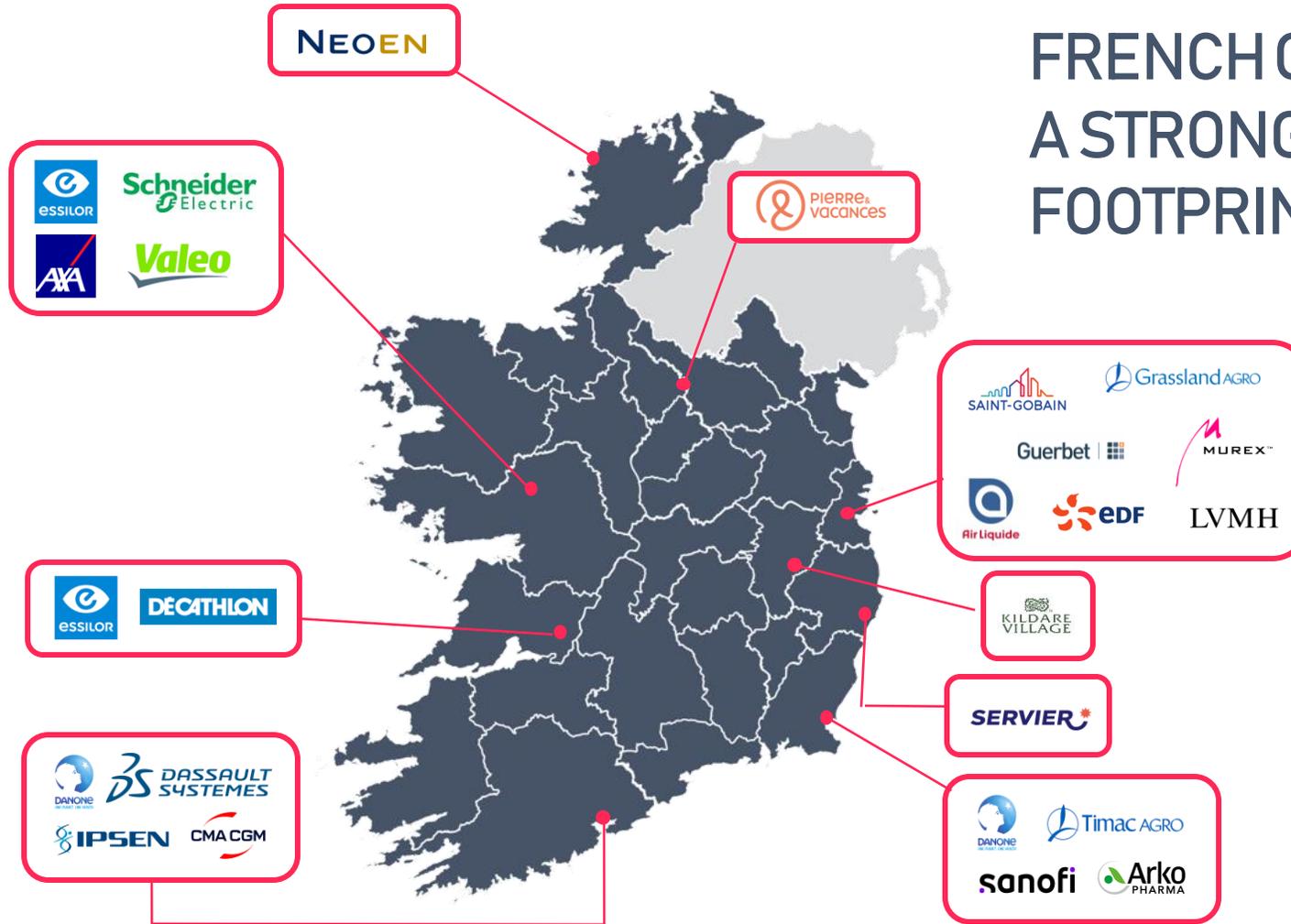
BNP Paribas is the largest Bank in the Eurozone and a broad based Financial Services Group. In Ireland, BNP Paribas is active mainly in Corporate and Institutional Banking. Through our full-service Branch, we offer large Corporate and Institutional Clients Transaction Banking, Trade Finance, Financing, Capital Markets and Advisory solutions. In Ireland, BNP Paribas operates pan European Insurance, Re-Insurance and Real Estate Advisory services.

Why did you choose to expand in Ireland?

BNP Paribas celebrates its 50th Anniversary in Ireland in 2023. From a single employee offering Commercial Banking services, BNP Paribas now employs 550 staff, with offices in Dublin and Galway. As Ireland has grown, so too has BNP Paribas. The attraction of the ever growing Multi-National sector, the availability of a young and highly educated workforce, and the pro-business attitude of successive Governments has enabled our business to grow and flourish over the last 50 years.

What could improve your business opportunities in Ireland?

The ever closer relationship between France and Ireland post Brexit is a key point. As trade and co-operation grows, our business will benefit. Closer Political understanding and dialogue will help also. France is Ireland's closest European neighbour and this needs to be harnessed as a powerful enabler of business development opportunities.



FRENCH COMPANIES HAVE A STRONG REGIONAL FOOTPRINT

PART 2

INSIGHTS FROM FRENCH COMPANIES IN IRELAND



WHY DID FRENCH COMPANIES CHOOSE IRELAND?

Survey. "Why did you choose Ireland in the first place?"

#1 A fast-growing economy

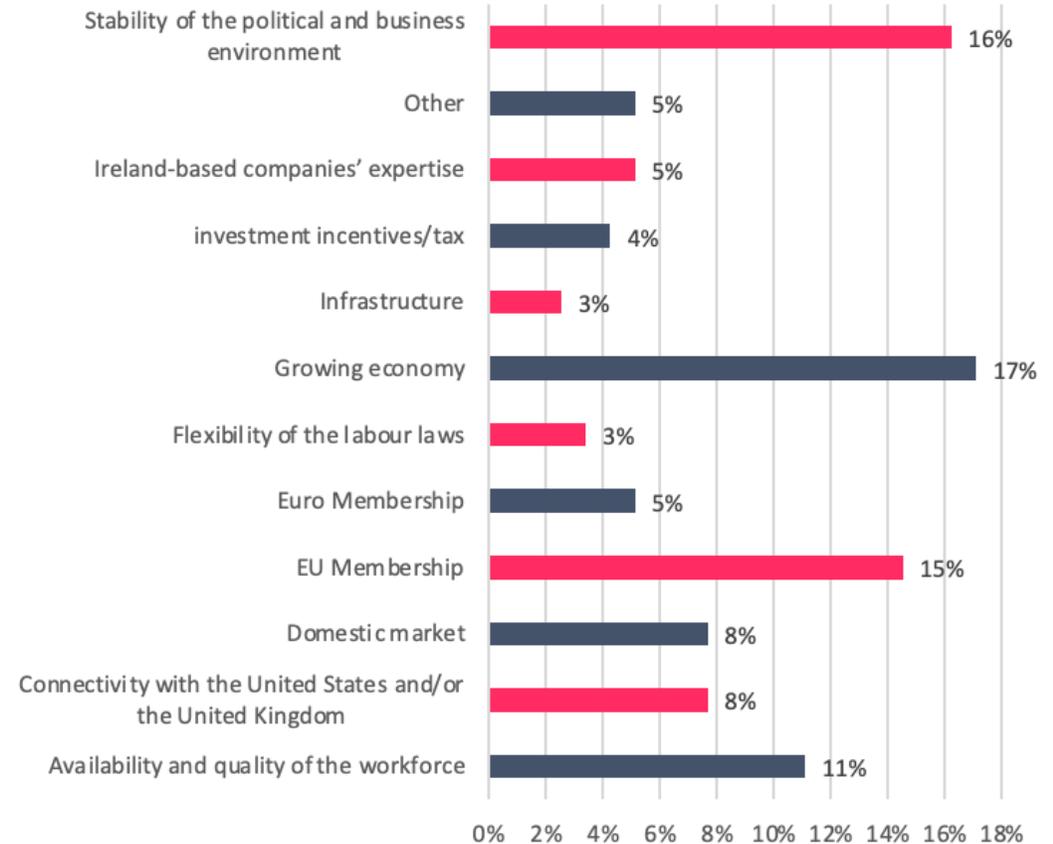
French companies see opportunities for growth and profitability in the Irish market.

#2 Stability of the political and business environment

Ireland is seen by French companies as a reliable location for business operations.

#3 EU closest neighbours

They also wish to benefit from regulatory harmonization, free trade and the single market



Source : French Embassy / FICC / Survey 2023

WHAT IS THE IMPACT OF FRENCH COMPANIES ON THE IRISH ECONOMY?

Survey. "How would you describe your main impact?"

#1 Providing high quality expertise, goods, and services

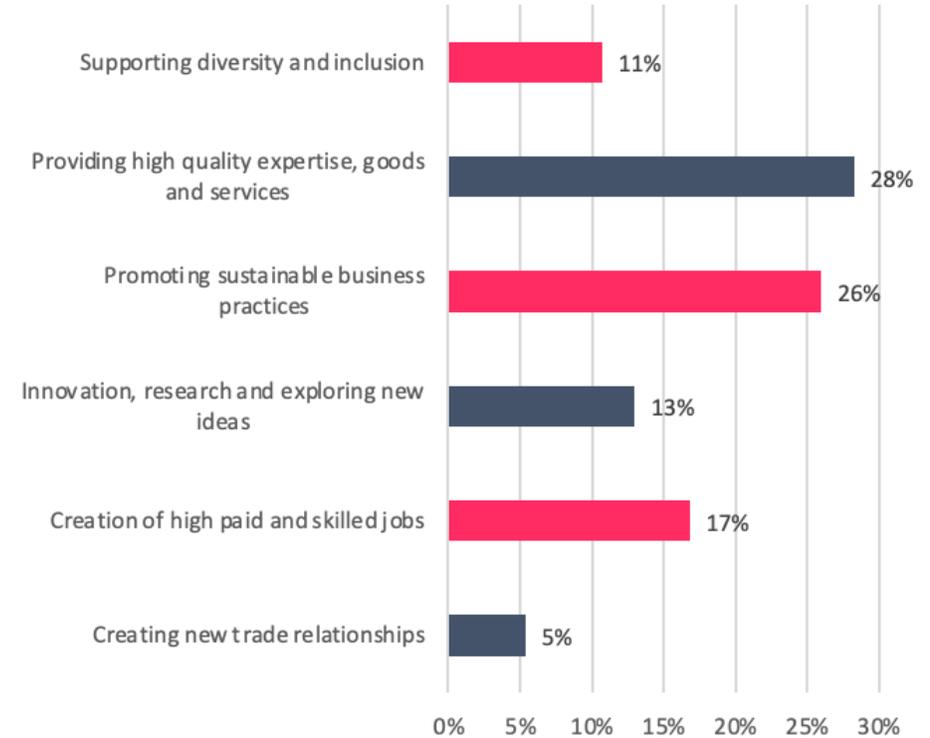
French companies bring valuable knowledge, innovative products, and reliable services to the Irish market, enhancing overall quality and competitiveness of the Irish economy.

#2 Leading in sustainable business practices

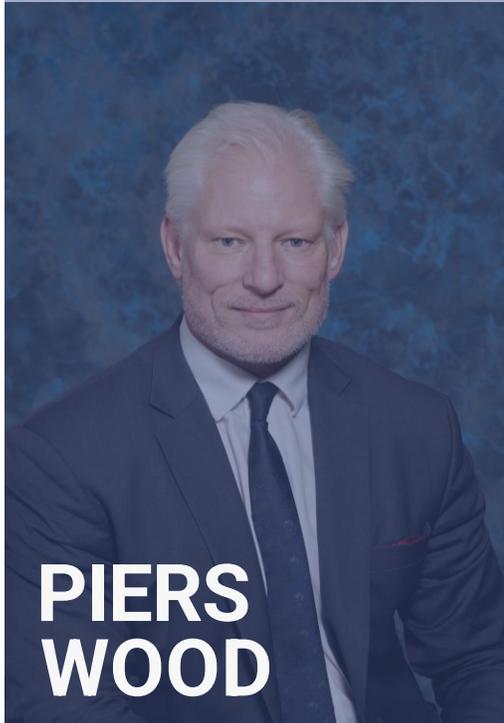
French companies are leaders in promoting environmentally and socially responsible business activities, which not only benefit the local community but also align with global sustainability goals.

#3 Creating high paid skilled jobs

French companies contribute to overall employment but also elevate the overall skills and income level of the workforce.



Source : French Embassy / FICC / Survey 2023



Country Managing Director in
Ireland

ALSTOM
• mobility by nature •

A WORD FROM ... ALSTOM

What is your business?

Alstom is a global leader in smart, innovative and sustainable mobility solutions, with a long and proud history in Ireland. All 81 of Dublin's LUAS trams were manufactured by Alstom, and we are currently building trains for DART+ as well as installing the latest battery charging and signalling technology on Irish Rail infrastructure in Dublin and Cork.

Why did you choose to expand in Ireland?

Alstom shares the Irish Government's ambition to decarbonise the country's transport sector. Achieving a 51% reduction in transport emissions by 2030 while simultaneously facilitating growth in travel is a sizeable challenge. Our global leadership position in smart, innovative and sustainable mobility solutions means we have both the technology and expertise to successfully partner with the Government and help deliver the right balance.

What could improve your business opportunities in Ireland?

Increased visibility and certainty of the planning process will benefit both the Government and companies like Alstom. The An bord Pleanara pipeline includes significant transport projects, but the current uncertainty makes it difficult to plan and prioritise our resources – and risks these resources being diverted elsewhere. We would also welcome an increased pool of railway sector skilled employees and more affordable and available accommodation.

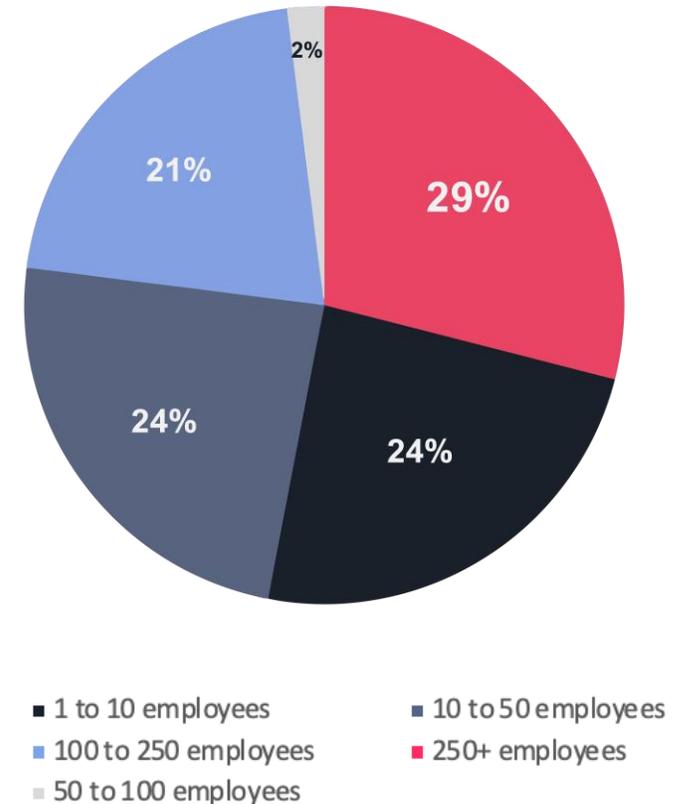
IMPACT ON THE JOB MARKET: 30.000+ JOBS ARE CREATED IN IRELAND BY FRENCH COMPANIES

*Survey. "How many
people do you employ?"*

**#1 The French companies
in Ireland employ on average 100
employees**

**#2 Large groups (250+ employees) make
up a third of the panel.**

**#3 50% of the panel is made of companies
with 100+ employees**



Source : French Embassy / FICC / Survey 2023

HOW DO FRENCH COMPANIES PERCEIVE THE CURRENT BUSINESS ENVIRONMENT IN IRELAND?

Survey. "What difficulties, if any, are you experiencing while conducting your business in Ireland?"

#1 Access to talent is increasingly challenging

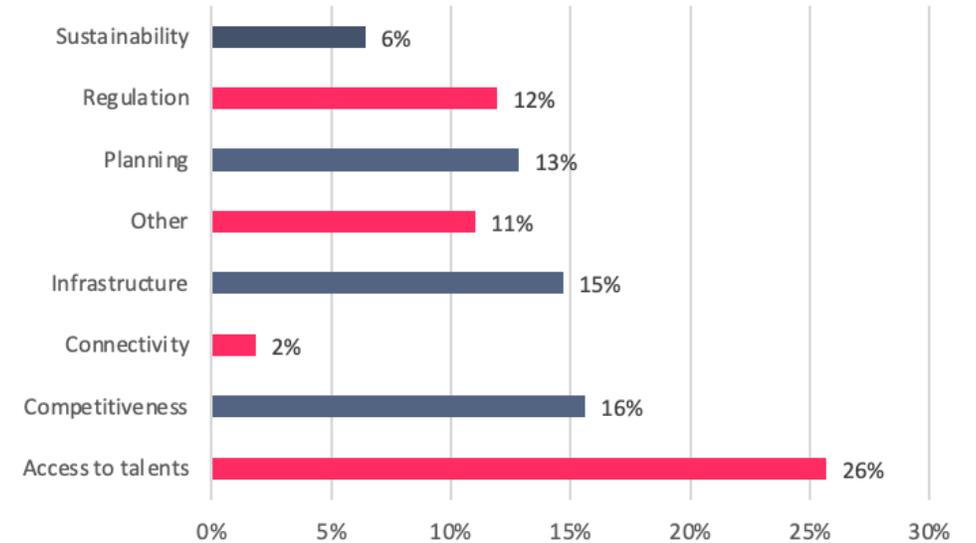
French companies are encountering growing challenges in recruiting and retaining skilled professionals or workforce in Ireland.

#2 Competitiveness is declining

Businesses face obstacles in maintaining cost-effective operations and maintaining a competitive edge.

#3 Difficulties in infrastructure, planning and regulation

Challenges related to physical facilities, and/or transportation networks can impede their operational efficiency.



Source : French Embassy / FICC / Survey 2023

A WORD ... FROM DECATHLON



Chief Executive Officer in Ireland



What is your business ?

At Decathlon, our core mission is to move people through the wonders of sports, offering them the opportunity to build their unique relationships with their favorite sport activities. We are dedicated to making sports more accessible to everyone, regardless of age, ability, or background.

We are a people-focused company and our strategy revolves around fostering a thriving sports community by prioritizing the development of our people and recruiting passionate, sporty individuals from the Irish community. We believe that the heart of our success lies in the dedication and enthusiasm of our team. The environment is our playground, we are an environment-focused company and we will prioritize taking care of our planet and minimizing our ecological footprint. The Circular Economy is at the forefront of our operations, ensuring that our products and practices are environmentally responsible and in harmony with Ireland's environmental priorities. At Decathlon Ireland, we are not just shaping a sports-centric future; we're also contributing to a greener and healthier planet.

Why did you choose to expand in Ireland?

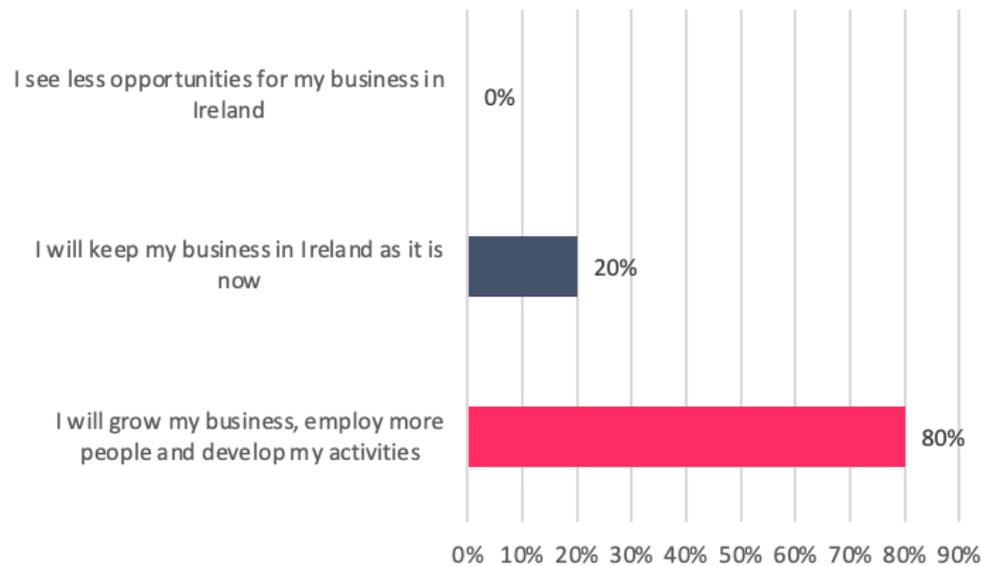
After the success of our flagship store in Dublin and also our opening in Limerick this year, it is the moment to invest and accelerate our presence in the country, and we will do it physically and also digitally at the same time. We aim to reach more Irish people, bringing the wonder of sports closer to their doorstep and fingertips.

What could improve your business opportunities in Ireland ?

Continue to better communicate who we are and gain notoriety to be known to all Irish people. Improve our digital and store delivery promises to our customers.

LOOKING AHEAD: STRONG PROSPECT FOR THE FUTURE

Survey. "What are your prospects for the future of your business in Ireland?"



80%

Of companies surveyed say they want to grow their business in Ireland, increase their staff and develop more activity.

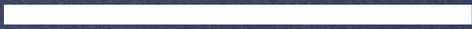
0%

See fewer opportunities for their business in Ireland

Source French Embassy / FICC / Survey 2023



PART 3



RECOMMENDATIONS

KEY RECOMMENDATIONS FROM LEADING FRENCH COMPANIES IN IRELAND



#1 UNLOCK INVESTMENT IN INFRASTRUCTURE

- Ease planning constraint.
- Deploy transportation projects.
- Speed up construction of housing.



#3 PROTECT IRELAND'S COMPETITIVENESS

- Monitor the cost of doing business.
- Ensure regulation remains pro-business.
- Enhance support for innovation for all companies.



#2 ENSURE ACCESS TO TALENTS

- Educate and train with a view to future needs.
- Mitigate the cost of living crisis.
- Increase talent retention in Ireland.



#4 ACCELERATE THE SUSTAINABILITY AGENDA

- Ensure access to decarbonised energy.
- Integrate ESG thinking in all decision-making process.
- Facilitate access to sustainable financing.



President of the France-Ireland Chamber of Commerce (FICC)



President of the Ireland chapter of the French Foreign Trade Advisors

A CONVERSATION WITH FRENCH BUSINESS LEADERS IN IRELAND

How have you seen the French economic presence evolve in Ireland in the recent years?

Áine: In the FICC, we have seen our members highlighting their increased investment in Ireland, constructing Centres of Innovation, Research and Hubs for their businesses. We have seen new French companies entering Ireland, and benefiting from the FICC's Landing Space. Connectivity between our two nations as EU neighbours is increasing across transport, energy and many more areas.

Mathieu: Like Áine, I have noticed an increase in the French economic presence in Ireland since I arrived in the early 2000s. I have witnessed a surge in collaborations between Irish and French enterprises, notably in the technology and innovation sectors, but also in infrastructure, transport and retail. French and Ireland both benefit immensely from shared knowledge and resources, which means that the French economic presence should continue to grow here.

What enablers for business are your members particularly focused on?

Áine: As our members are expanding their presence here, they are looking for people with key skills to join their teams. Ireland is known for its highly skilled and collaborative workforce and our members see that as a key advantage to building their Irish presence. Investment in infrastructure is required in Ireland and would enable further business development, particularly if it also addresses the cost of doing business and enables greater sustainability. Our members value mechanisms which promote responsible business practices, particularly across the social and environmental aspects. They see many shared values between the Irish and French communities.

Mathieu: I have noted that French leaders emphasize the importance of a stable economic environment and access to skilled talent. Over the recent period, while business has remained steady, we have collectively shared an increase in the cost of doing business and the challenges of housing our employees.

A vision for the future of the French companies active in Ireland?

Áine: We would like to see the shared spirit of responsible and sustainable development between our people continue to thrive. We hope that the Ireland-based teams will continue to make a positive impact in their local marketplaces and organisations, continuing to showcase best practices, and help Ireland and France to become benchmarks of sustainability and sustainable trade for all.

Mathieu: Leveraging the strong historical ties between France and Ireland, French companies will spearhead innovative projects, particularly in the fields of technology and sustainability. We see a future with enhanced collaboration, wherein French businesses tap into Ireland's rich talent pool and strong connexions with strategic markets and, in turn, introduce cutting-edge French expertise and innovation. With a partnership closer than ever, mutual growth remain at the core of our vision.

A person is standing on a rocky mountain peak, looking out over a vast, layered mountain range. The mountains are covered in green vegetation, and the sky is blue with scattered white clouds. The person is wearing a dark t-shirt, shorts, and a backpack.

PART 4

ANNEXES

METHODOLOGY

- p8,9,11 : We use French customs database (Douanes) for goods trade, and Eurostat database for service trade (with France as reporting countries). The balance of trade in goods between France and Ireland is in deficit according to French data, but it is in surplus according to Irish data. Official Irish statistics report France-Ireland flows worth 13 billion euros in 2022 (compared to 6.6 billion euros according to French statistics) and Ireland-France flows of 7.1 billion euros (as opposed to 9.4 billion euros according to French customs). These discrepancies arise from differences in the accounting of aircraft delivered to Irish aircraft leasing companies and discrepancies in the accounting of goods transiting through third countries, particularly in the pharmaceutical industry. France is the first provider of goods among EU countries based on CSO data. Specific data for the pharmaceutical industry p8 come from the website of the Direction Générale des douanes et des droits indirects.
- p11 : France is the #1 EU Investor in Ireland, based on CSO Data using the method of the ultimate investor. (Foreign Direct Investment in Ireland 2021, Inward FDI Positions by Country of Ultimate Investment, 2021)
- p12 : Data on the number of companies comes from data compiled by the economic department of the French Embassy in Dublin (Orbis database, lists from the Franco-Irish Chamber of Commerce, Business France and IDA). This list does not include entrepreneurs and sole traders, so the number of French companies in Ireland is probably higher than 300.
- p14 : The value of investment stocks differs if we look at French or Irish data. On this slide, we use data of the Banque de France to provide historical evolution until 2022. The timeline of companies p13 is based upon the survey of the French embassy.
- p18-24 : Questionnaire distributed to 100+ French companies in Ireland, 87 replies.

APPRECIATIONS

We wish to thank all people who have played a **significant role** in preparing this **special report**:

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