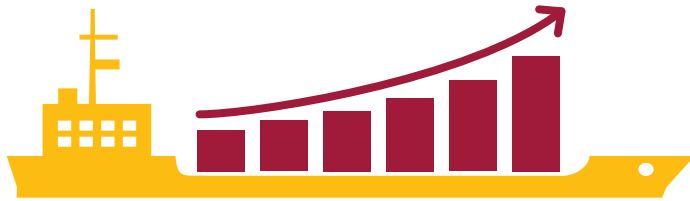


FRANCE: A HUB FOR INDUSTRY AND COMMERCE BETWEEN EUROPE AND AFRICA



FRANCE: AFRICA'S LEADING EUROPEAN SUPPLIER

- Total French exports to Africa of **€25.6 billion** in 2016, up **4.1%**
- Africa received **6.3% of French exports** in 2016



FRANCE ENJOYS CLOSE TRADE TIES WITH AFRICA

- France is Africa's **leading European trade partner**
- France is the **leading European exporter to Africa**
- More than **38,156 French companies** exported to African countries in 2016
- France accounts for **18% of EU exports to Africa**
- **French FDI stock in Africa** increased eightfold between 2000 and 2015, standing at **€47.8 billion** in late 2015
- Paris is the **main air hub for Africa**, with direct flights to 30 African countries
- France is the **leading destination** for African students studying abroad



AFRICA: A FAST-GROWING MARKET

- **25% of the world's population** will be African by 2050
- **Three African cities** with more than 10 million inhabitants
- **50% of Africa's population** will be urban dwellers in 20 years' time

FRANCE IS CONSOLIDATING ITS TRADING RELATIONSHIP WITH AFRICA

- France is a gateway to more than **50 African countries**
- **Three economic partnership agreements** were signed in 2016 with western, eastern and southern Africa



THEY CHOSE FRANCE AS A BASE TO EXPAND INTO THE AFRICAN MARKET

Headquartered in Vancouver, Canada, **PressReader** has developed a digital newspaper distribution platform. To be closer to its customers and publishing partners, the company decided to establish its first European office in Bordeaux, which will serve as its headquarters for the Europe/Middle East/Africa (EMEA) region. The initial French

team of six people is expected to number 25 in the medium term. Regional offices reporting to Bordeaux will also be established in Germany, South Africa and Spain.

Mexican firm **Manuvo**, which specializes in digitizing cultural and editorial content, is continuing its international expansion by setting up a new subsidiary in Avignon (Provence-Alpes-Côte d'Azur region). After Columbia and the United Kingdom, the

company is now turning its attention to France and other potential French-speaking markets, particularly in Africa. Japanese automobile air conditioning specialist **Sanden** has around 1,000 employees in France, chiefly at its site in Rennes in the Bretagne (Brittany) region, which exports 90% of its output. In 2014, a new entity was established at the Rennes site to step up growth in Sanden's heat-

pump sales in Europe, the Middle East and Africa. Vietnam's largest mobile telephone network operator **Viettel** is internationalizing at a rapid pace, and aims to become a leading global operator by 2020. It recently opened a European subsidiary in Paris (Ile de France region) to serve as a springboard for expansion into Europe and Africa.