

European Market Series France | Chemicals

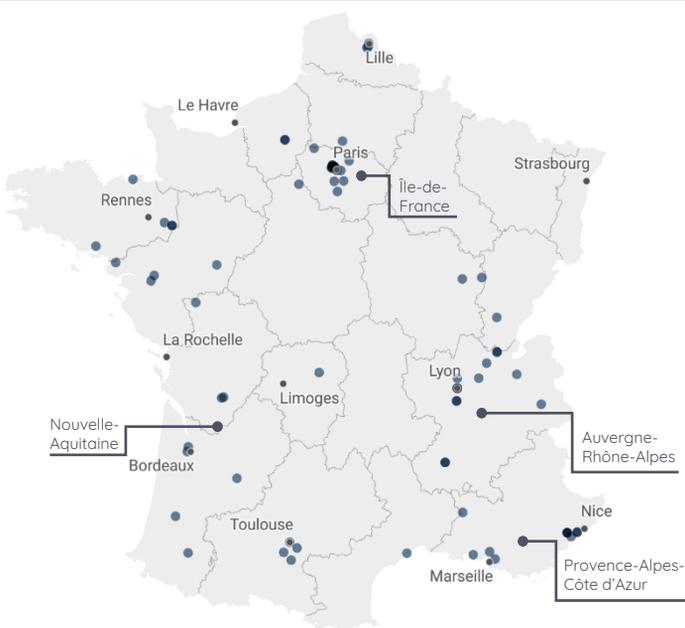


Highlights

- We estimate the number of midsize (200-5,000 employees) chemical companies in France to be around 100 and selected about 80% of them for our analysis.
- Around 70% of them have 200-500 employees while the remaining 30% are equally distributed among the 500-1,000 and the 1,000-5,000 range.
- More than 50% of the companies are headquartered in just 4 French regions → a regional distribution that should be considered when planning in-market sessions.
- Foreign Location Map: The 80 companies whose foreign production locations we analyzed, operate in 51 locations, with an average of almost 4 non-French locations per company. 80% of them are in three major markets; Western Europe (110), Asia (77) and US/Canada (47).

How to use the information

- The first edition of Enovado's European Market Series, as all following reports, is presented to support regional and national economic development organizations (EDO's) that want to target specific European markets as part of their investment attraction activities.
- This series serves as a decision tool for evaluating European markets regarding their opportunities for investment attraction. It further should be used when planning and preparing inward missions as well as their respective outreach campaigns.
- Enovado maintains relations with the majority of the companies analyzed and has developed a Foreign Location Map to showcase where companies from specific markets are investing abroad.
- It is important to note that foreign locations in this series are meant to represent production operations and not sales or ancillary offices.



Industry Landscape

--- Chemical Companies in France ---

80

... midsize companies consider themselves active in the chemical industry.

... are headquartered in just 4 French regions: Île-de-France (19), Auvergne-Rhône-Alpes (11), Nouvelle-Aquitaine (8) and Provence-Alpes-Côte d'Azur (8)

> 50%

... are larger midsize companies (501-5,000 employees)

~ 30%

ENOVADO FOREIGN LOCATION MAP

Employee Range	Number of companies	Number of locations	Locations / Company	Western Europe		Asia		US & CAN *		Eastern Europe		Africa		ROW	
				Count	Ratio	Count	Ratio	Count	Ratio	Count	Ratio	Count	Ratio	Count	Ratio
200-500	57	148	2,6	50	0.9	40	0.7	25	0.4	11	0.2	11	0.2	11	0.2
501-1000	12	59	4,9	24	2.0	14	1.2	6	0.5	5	0.4	2	0.2	8	0.7
>1.000	11	97	8,8	36	3.3	23	2.1	16	1.5	6	0.5	3	0.3	13	1.2
Total	80	304	3,8	110	1.4	77	1.0	47	0.6	22	0.3	16	0.2	32	0.4

* Reading example: The 11 French chemical companies with more than 1,000 employees operate a total of 16 locations in the US & CAN, equaling 1.5 locations /company.

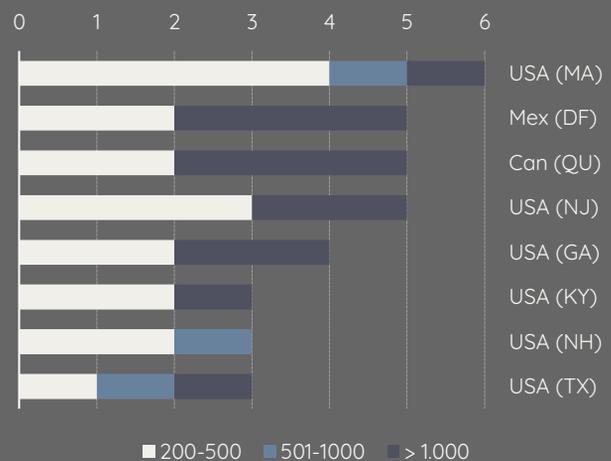
Expected Results

- The larger the companies are, the more foreign locations they operate.
- Expansion activities are mostly targeting immediate French neighbor countries - Western Europe (1.4 locations / company)
- Quebec in Canada seems to be a very attractive location for French investment – more than most US States (apart from MA)

Surprising Results

- For the US & Canada, there is almost no difference in the location ratio between small and medium companies (0.4 vs. 0.5). However, there is a large increase with companies > 1,000 employees – suggesting US EDO's focus on the larger entities.
- Texas, the largest chemical hub in the US, has not received substantially more investments from French chemicals in comparison to their US East Coast competitors.

Top 8 Regional Distribution of 54 North American Locations



Conclusions for recruiting French chemical companies

- When reaching out to French chemical companies, don't ignore the smaller midsize companies as they represent about 70% of the total, and operate almost 3 foreign locations on average.
- Although you'll find chemicals in almost every French region, concentrate your efforts on the 4 French regions where more than 50% of the entities are headquartered.
- US EDO's should focus on French chemical firms with more than 1,000 employees.

About our European Market Series

- Enovado is planning to publish its European Market Series on a quarterly basis.
- Each edition will cover a new (European) country / industry combination. You are invited to suggest combinations you are most interested in, as well as any other feedback you'll find valuable.

About ENOVADO

- Enovado offers FDI consulting services, such as strategy, marketing or lead generation support to investment promotion agencies, and also helps companies investing abroad with various market entry related activities like market assessment, site selection or partner search.
- Founded in 2012 and headquartered in Berlin, Enovado is a young and dynamic organization striving to change the way FDI is done.