



Lille, August 31, 2018

Press Release

**According to the annual study by IBM Global Business Services,
the Hauts-de-France Region is the top region
for foreign investments in France**

IBM Global Business Services has just published its 11th annual report on where foreign direct investments are being made worldwide. This annual study conducted by IBM – Plant Location International presents and analyzes the latest developments in the selection of business sites throughout the world. The firm’s analysis is based on real decisions made by companies with regard to where to set up new operations or further develop existing business around the world. The approach for measuring foreign investment success in each country focuses on those investment projects for which a clear decision has been made regarding the investment location. This is the case for the vast majority of so-called “new” investment projects and for new expansions of existing operations owned by foreign companies.

When it comes to job-creating investment decisions, France’s ranking established in this **study shows the Hauts-de-France Region as tied for first place with Ile-de-France**. Adjusted for the number of jobs created per million residents, Hauts-de-France is the clear leader. This recognition of the region’s attractiveness confirms the region’s top ranking in terms of industrial investments published last July in EY’s France Attractiveness Survey.

The full study can be obtained from Roel Spee – Global Leader PLI – roel.spee@be.ibm.com – Phone: 00 32 475 91 58 32

A summary is available for download at: ibm.biz/GLTR2018

About IBM - Plant Location International

Plant Location International (PLI) is a global service of IBM Global Business Services, specializing in economic development and location strategies, operating as a fully integrated global service with a global center of excellence in Brussels. IBM-Plant Location International began developing the Global Location Trends database in 2002. This database tracks decisions announced by companies to locate new operations in regions outside of their home region or country.

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