

PRESS RELEASE

Saint-Ouen, May 20, 2025

Choose France 2025 **Paris Region confirms its international attractiveness** **and hosts more than a dozen major investment projects**

At the Eighth **Choose France** Summit, held at the Château de Versailles, **Paris Region** and **Choose Paris Region** reaffirmed their position at the forefront of France's economic attractiveness.

Valérie Pécresse, President of Paris Region, accompanied by **Baptiste Orlandini**, CEO of Choose Paris Region, held a series of strategic meetings with international investors including **Horiba, Netflix, MGX, MACOM, Cyclic Materials** and **Apollo Global Management**.

More than a dozen projects confirmed for Paris Region

The Region accounted for a significant share of the announcements made at the Summit, with investments in key sectors such as tech, artificial intelligence, logistics, financial services and cosmetics.

Flagship projects

- **MGX (Abu Dhabi)**, alongside **Mistral AI** and **NVIDIA**: creation of an artificial intelligence campus in the Paris region, the first step in a strategic partnership estimated at up to **€50 billion**.
- **Prologis (United States)**: nearly **€1 billion invested** in Paris Region for the development of **750,000 m² of logistics warehouse space** and the construction of **four data centers**, generating over **5,000 direct and indirect jobs**.
- **Estée Lauder Companies (United States)**: creation in Paris of **L'Atelier**, a center of excellence for the luxury perfume industry, designed to strengthen the French cosmetics sector.

Audiovisual and creative industries also in the spotlight

The Choose France 2025 Summit was also marked by major announcements in the audiovisual sector, consolidating Paris Region's standing as a hotbed of creation and cultural innovation. Netflix has announced a new investment of €250 million to support the French production of original content – films, series and documentaries – thereby bolstering the local creative ecosystem.

In addition, Snapchat Inc. has confirmed the opening of an augmented reality center in Paris, dedicated to immersive technologies and new narrative formats. These initiatives will boost the Region's attractiveness to major global players in the cultural and creative industries.

A forward-looking attractiveness strategy

Choose Paris Region is now stepping up its international activities with a **strategic focus on the Asia-Pacific region**, encompassing **India, Japan, South Korea, China and Australia**, with a view to forging new partnerships and attracting the investments of the future

"Paris Region has everything it takes to host the industrial and technological projects of the future: a skilled workforce, world-class infrastructures and a strong political commitment to supporting innovation," asserted Valérie Pécresse.

"Paris Region has confirmed its position as the gateway to major international projects in Europe. Choose Paris Region will keep striving to attract tomorrow's world leaders in all of its strategic sectors," concluded Baptiste Orlandini.

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Paris Region is a driving force for employment and growth in France, both through its economic importance and its influence. Paris Region is actively engaged in most of the fields that affect its 12 million residents' daily lives, from transportation and high schools to economic development and the environment. In an area that covers just 2% of France yet is home to 18% of its population and accounts for nearly 30% of the country's GDP, the Region is pursuing a development policy that prioritizes the environment and has allocated €10 billion to this issue. Paris Region is an innovative region that accounts for 40% of France's R&D activities and is highly attractive worldwide.



Choose Paris Region is Paris Region's attraction agency, which promotes the region's international standing and ensures that investors, visitors, image producers and talents from all over the world are warmly welcomed and properly served, while ensuring the region's balanced and sustainable development.

Drawing on its knowledge of the Regional economic ecosystem, the agency attracts and supports investors while facilitating the establishment of companies through its targeted and personalized services and partners.