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Socio-economic players unanimously recognise that legislative, regulatory and political reforms are urgently needed to reverse the slowdown of the French economy. The main issues at stake in increasing national competitiveness are deemed to be further opening the French economy to the international market (attracting foreign capital, reversing the trade deficit) and restoring confidence.

## ON THE FRENCH SIDE, NOTWITHSTANDING STRUCTURAL DIFFICULTIES, THERE ARE ADVANTAGES AND REFORMS THAT FAVOUR INCREASED COMPETITIVENESS

- ✎ **The 2014 “France Attractiveness Scoreboard”** compiled by the AFII (Invest in France Agency)<sup>90</sup>, DG Trésor (France’s Treasury Directorate) and the CGET (General Commission for Territorial Equality) analyses France’s competitiveness and highlights several strengths of the French economy:
- ✎ a highly-skilled workforce (which results in very high hourly labour productivity),
- ✎ high-quality infrastructure (road, rail and sea transport networks; airport hubs; high-speed internet coverage; reliable electricity network and competitive cost of energy),
- ✎ geographical position (at the centre of Europe and close to Africa)
- ✎ size of the domestic market.

<sup>90</sup> AFII merged with Ubifrance on 1 January 2015 to become “Business France”.