

# **EUROPEAN MARKET OPPORTUNITIES: FRANCE**

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**Henriikka Yliheljo & Emilia Autio, Embassy of Finland, Paris**



# 2<sup>nd</sup> LARGEST MARKET IN EUROPE

- **Population: 67 million**
- **GDP** in 2024: **€2 917 B** (+1,1% from 2023)
- **#1** Foreign direct investment (FDI) destination in Europe in recent years
- **Paris** home to many Fortune Global 500 companies and Europe's leading startup hub



# FRANCE & FINLAND - TRADE & ECONOMIC RELATIONS

- France is an important **trade partner** for Finland: the **6<sup>th</sup> largest export country** for goods in 2024
- Total exports from Finland to France in 2024: **€4,0 B**
  - **Services** represent about 30% of exports
- Over **100 Finnish companies** established in France with own subsidiary, numerous others present via local distributor
- About **140 French companies** established in Finland
- **Excellent image of Finland and Finnish products** in France!

## Team Finland France FOCUS SECTORS

- ICT & digital
- Defence
- Manufacturing industries
- Maritime
- Health
- Energy
- Circular economy
- Construction
- Food
- Design
- Tourism



- France is **one of the largest military powers in the world:**
  - France is the only EU member state with a nuclear deterrence, a permanent P5 member, NATO-partner, G7- and G20-member
  - 4<sup>th</sup> nuclear power in the world
- 200,000 soldiers:
  - Land: 50%
  - Air: 19%
  - Navy: 17%
  - 41,000 reservists
- by 2030: 275 000 military personnel + 80 000 reservists

# DEFENCE

- The **Military Programming Law LPM 2024 – 2030**
  - **Military budget 2024-2030: €413 B** - 40% increase from previous budget 2019-2025 (€295 B)
    - Update July 2025: increase of budget 3-3,5B€/year
  - Operations & ammunition, innovation, surface-to-air defence, space, cyber, drones, intelligence, overseas territories, special force
  - the LPM identifies and supports some of the most significant procurements to come
- **Ministry of Armed Forces:**
  - Procurement managed by **DGA** - Defence procurement and technology agency

# DEFENCE

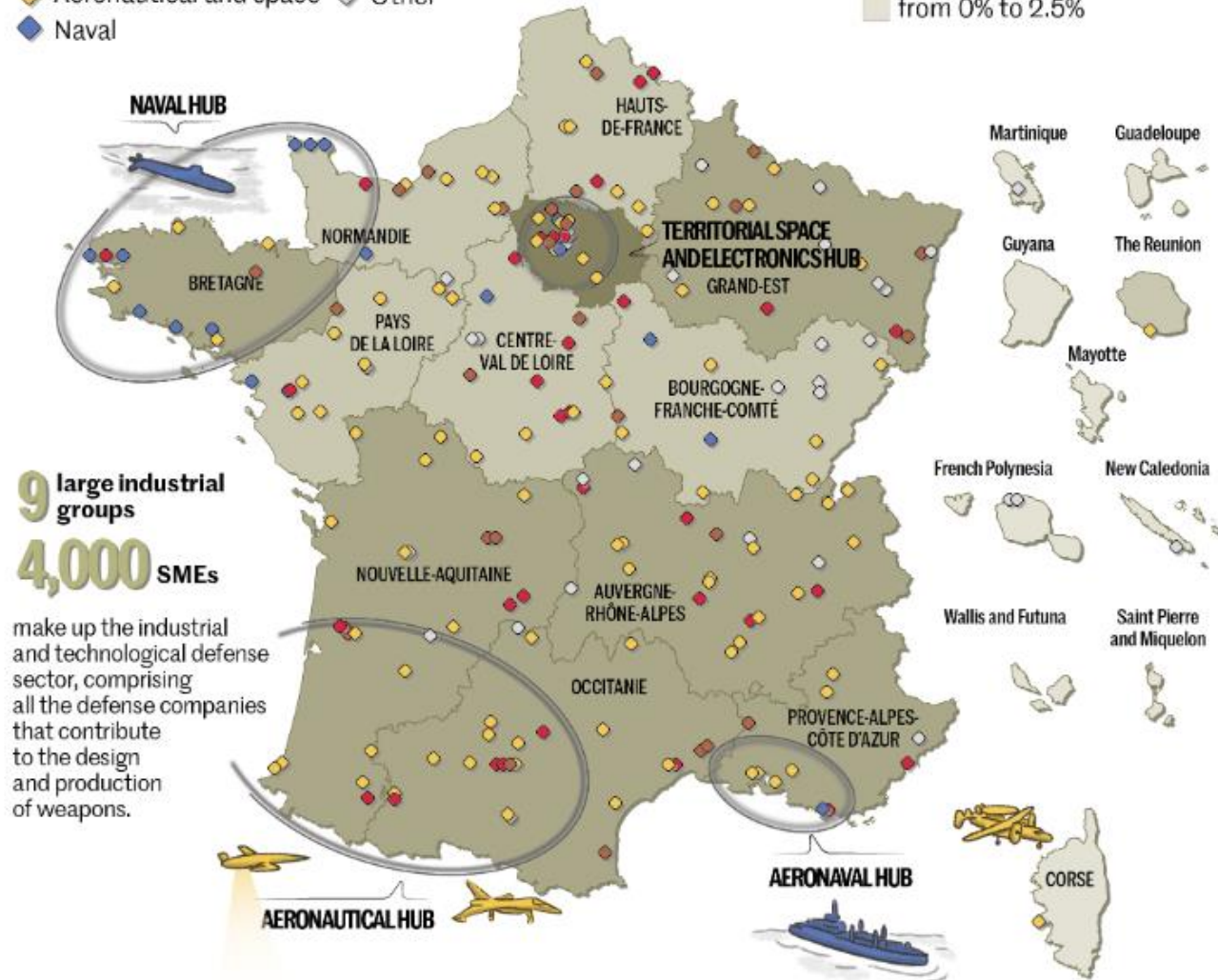
- One of the most important defence industries in Europe
- The French defence industrial and technological base (DITB): approx. **4 500 companies**:
  - **4 000 SMEs**
  - **210 000 employees**
- **Large groups**: Airbus Defence and Space, Ariane Group, Arquus, Dassault Aviation, MBDA, Naval Group, KNDS, Safran, Thales
- Annual turnover of **€30 B**, of which ~ **40% from exports**
  - Among top 3 exporters of military equipment worldwide

Main industrial sites of companies and direct suppliers of the Ministry of the Armed Forces in 2023 in the context of the 2024-2030 Military Programming Act, by sector

◆ Land ◆ Multisector  
 ◆ Aeronautical and space ◆ Other  
 ◆ Naval

Proportion of regional activity out of total production

■ 21.1%  
 ■ from 5% to 11%  
 ■ from 2.5% to 5%  
 ■ from 0% to 2.5%



# DEFENCE

- Joint will to deepen defence relations between France and Finland, including commercial ties
- NATO, common European procurement programs, EDF programs, ...
- Current topics include:
  - Comprehensive security approach
  - Relatively outdated equipment, especially concerning modern warfare & hybrid threats
  - Early warning/ISR, incl. cyber & space
  - Underwater and airborne unmanned systems
  - Autonomous systems, anti-drone systems
  - Support (logistics, CBRN, ...)
  - AI, quantum, cybersecurity and data protection
  - Niche areas, where Finland has advanced / unique technological expertise

**→ WEBINAR on French defence sector, November 2025**

***Please let us know, if you are interested in participating***

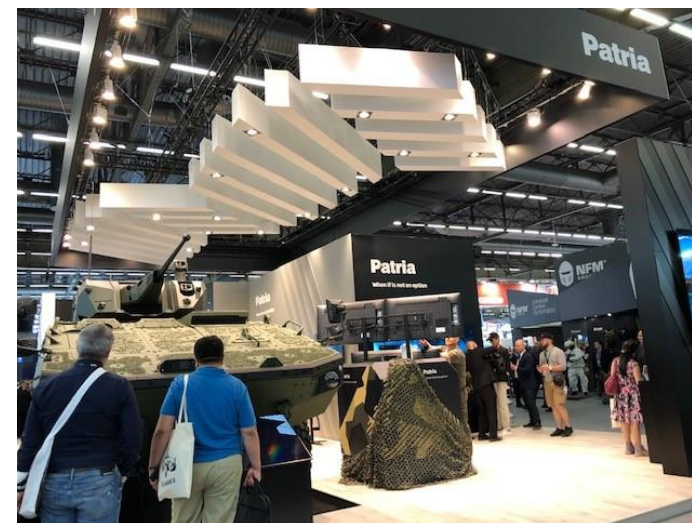


## CLUSTERS:

- [GIFAS](#): aeronautics, defence & space
- [GICAT](#): land & air-land security
- [GICAN](#): naval industry

## TRADE SHOWS:

- [Milipol](#), 18-21 November 2025, Paris
- [Eurosatory](#), 15-19 June 2026, Paris
- [Euronaval](#), fall 2026 Paris
- **Paris Air Show**, June 2027
- Also many smaller, more focused events





# NATIONAL SECURITY

- National security and defence policies are planned and implemented by the **General Secretariat for Defence and National Security** (SGDSN) under the French Prime Minister
  - **ANSSI** – the French cyber security agency
- **Critical infrastructures:**
  - 250 OIV (Operators of vital importance):
    - energy, water, telecommunications, health, finance, ...
    - strict regulatory requirements, especially in cybersecurity
  - Law proposal on **resilience and enhanced cybersecurity of critical infrastructures** currently discussed
    - Transposing 3 EU directives: Critical Entities Resilience (CER) , Digital Operational Resilience Act (DORA) & NIS 2
    - NIS 2 increases the number of vital and important entities from 500 to 15 000

# CYBERSECURITY

- France incl. its critical infrastructure has been subject to a various scale of serious cyber attacks in recent years.
  - increase need for cybersecurity solutions in all sectors and the whole society
- A **1B€ cybersecurity strategy and investment plan** was published after Covid, focusing on cooperation, innovative solutions, sovereignty, demand, education,...
- Strong local cybersecurity industry, both large companies and SMEs/startups:
  - Thales, Atos/Eviden, Orange, Cap Gemini, ...
- **Opportunities:**
  - Interest in collaboration with EU countries
  - Security solutions for critical infrastructures and companies, especially SMEs
- **Major events:**
  - [Les Assises](#), 8-11 October, Monaco
  - [FIC](#), 31/03-02/04/2026, Lille
  - [Paris Cyber Summit](#), June 2026

# FRENCH MARKET ENTRY TIPS 1/2

- **Get to know the market and build your network** : In France, **business cannot be done online**. Visit the country regularly, go to trade fairs and conferences, get to know the market and ecosystem, meet people and build your network.
- **Show the added value of your product/solution**: France is a large, but competitive market and it's important that you explain the added value of your product or solution to your potential customer in order to stand out from competition.
- **Decision-making processes can be slow** in French companies and organizations and patience is therefore appreciated. Nevertheless, be proactive to follow-up business leads!



# FRENCH MARKET ENTRY TIPS 2/2

- **Local partner:** Often, working with **a local business partner is a good way to start business** in France. However, a careful selection process is recommended to find a suitable business partner.
- **Building long term business relationships with business partners and customers** based on professionalism and mutual trust **are key to success** in France - to be maintained through regular face to face visits.
- **French language:** French speak more and more English, especially in B2B sectors. Nevertheless, sometimes French prefer not to communicate in English, particularly in more traditional sectors.

# THANK YOU – MERCI



**Henriikka Yliheljo**

Counsellor, Trade & Investments

Embassy of Finland, Paris

[henriikka.yliheljo@gov.fi](mailto:henriikka.yliheljo@gov.fi)

Tel. +33 7 63 33 17 57



**Emilia Autio**

Counsellor, Economic & EU affairs

Embassy of Finland, Paris

[emilia.autio@gov.fi](mailto:emilia.autio@gov.fi)

Tel. +33 6 98 91 59 58