

# Telecommunications in the spotlight

Issued by [Business France](#)

6 Nov 2020

How people engage with each other, how companies engage with customers, how a brand engages with consumers. Communication is evolving and the need for consistent and secure communications is skyrocketing. Covid-19 means spending more time at home and, therefore, increased usage of data for work and leisure. We are witnessing an on-going shift to remote working and digital processes implementation. The deployment of networking infrastructure and connectivity is more crucial than ever.



In this context, French telecom operators are carrying on their investments to connect as many people as possible. Telcos are looking at long-term investments on their network. 5G has been on the table for a while and this might be the occasion to move forward 5G investments, in the hope for more reliability and speed. In the EU and France, the spectrum allocation to deploy 5G is being finalized with the first commercial packages expected by the end of the year. Major cities like Bordeaux are already running tests.

As a reminder, France has already deployed 50,000 4G antennas, enabling 4G access for 99% of the population. With a 73% smartphone penetration rate and 51 million active sim cards, France is a highly connected country: holding fourth place in terms of FttH deployment, right behind China, USA and India. In total, over 10 years, MNOs are to invest R185bn to develop ICT infrastructures. Last year, almost 14 million people had access to a fixed broadband network thanks to these investments. The French telecom and broadcast industries are not only led by giants like Orange or Canal+ but also by hundreds of SMEs that are looking forward to local partnerships.

French Foreign Trade and Economic Attractiveness Minister, Franck Riester, who visited South Africa this week, has confirmed that France still sees South Africa as a major investment destination for French companies.

Business France, the national agency supporting the international development of the French economy, has been

supporting the telecom industry for many years, holding a French Tech Pavilion on annual AfricaCom event in Cape Town, since 2014. This year, France will showcase again cutting edge [anti-fraud solutions](#) by Evina and [implementation and securisation of digital services](#) by Myriad. The largest telecommunications event on the African continent will take place virtually from the 10 to 12 November. If you are operating in the telecommunications, media, and new technologies sectors, come join us at the [Africa Tech Festival](#) and visit our **Business France booth**.

*Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France.*

*It promotes France's companies, business image and nationwide attractiveness as an investment location and runs the VIE international internship programme.*

*Business France has 1,500 personnel, both in France and in 55 countries throughout the world, who work with a network of partners.*

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