



## ManpowerGroup Announces Investment in New Paris-Based AI HR Hub at Choose France Summit

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PARIS, May 19, 2025 /PRNewswire/ -- [ManpowerGroup](#) (NYSE: MAN), global leader in innovative workforce solutions, announces the launch of its new AI HR Hub in Paris, located at its French headquarters in La Défense. Attending the Choose France Summit, ManpowerGroup underscored its commitment to delivering human-first, AI-powered solutions for both clients and candidates – and aligns with its ongoing investment in France as a key hub for innovation, digital leadership, and talent. This also reaffirms ManpowerGroup's support of the EU's AI Act, and ethical and responsible approach to digital advancement and home-grown innovations.

The announcement was made during the eighth edition of the Choose France Summit, an international business event hosted by President Emmanuel Macron and the French Government, aimed at promoting France's economic attractiveness. With more than €200 million investment in innovation projects and training in France over the next three years, ManpowerGroup reinforces its commitment to promote the country's economic and innovation attractiveness aligned with President Macron's vision. Together with the AI HR Hub, ManpowerGroup is also creating more than 30 Manpower branches and over 200 high-skilled additional jobs everywhere in France.

"We are proud to announce our new AI HR Hub in Paris as part of our commitment to the Choose France initiative," said Jonas Prising, Chair & CEO of ManpowerGroup. "With this Hub, we bring together our Human-First and Digital-Always philosophy, and the power of GenAI and agentic technologies to drive more inclusive, personalized and agile solutions for people and businesses. This investment reflects our trust in France and Europe's digital future and our shared vision of developing human-centered AI solutions that will shape the future of work."

The Paris-based AI HR Hub will act as a Regional Center of Excellence, developing home-grown innovations and scaling advanced capabilities across ManpowerGroup's global brands – Manpower, Experis, and Talent Solutions.

"As France emerges as a powerhouse for AI development, we are excited to support the growth of a strong talent pool with forward-looking regulation and global influence. Paris is an ideal location for ManpowerGroup's AI HR Hub," Riccardo Barberis, Northern Europe and France President at ManpowerGroup, said. "Our goal is to use innovation to develop human-centered AI solutions for our clients and candidates, enhancing human potential and transforming how work gets done. This Hub is our commitment to investing in that future – in France, and beyond."

Key focus areas of the AI HR Hub include:

- **Enhanced Candidate Journeys:** Using GenAI to provide personalized career guidance, skills assessments, and real-time job-matching at scale.
- **Smarter Client Solutions:** Leveraging AI and advanced predictive analytics to improve strategic workforce planning, streamline hiring processes, and drive better business outcomes.
- **Empowered HR Agents:** Implementing agentic AI tools that support recruiters and talent advisors, enabling greater human capacity for more consumer personalization in line with labor market demand.

The ManpowerGroup AI HR Hub will also collaborate with AI startups and research institutions to develop public-private partnerships and create pathways for the next generation of AI-powered talent, while ensuring innovation is ethical, inclusive, and human-centered.

### About ManpowerGroup

[ManpowerGroup®](#) (NYSE: MAN), the leading global workforce solutions company, helps organizations transform in a fast-changing world of work by sourcing, assessing, developing, and managing the talent that enables them to win. We develop innovative solutions for hundreds of thousands of organizations every year, providing them with skilled talent while finding meaningful, sustainable employment for millions of people across a wide range of industries and skills. Our expert family of brands – [Manpower](#), [Experis](#), and [Talent Solutions](#) – creates substantially more value for candidates and clients across more than 70 countries and territories and has done so for more than 75 years. We are recognized consistently for our diversity – as a best place to work for Women, Inclusion, Equality, and Disability, and in 2025 ManpowerGroup was named one of the World's Most Ethical Companies for the 16th time – all confirming our position as the brand of choice for in-demand talent.

For more information, visit [www.manpowergroup.com](http://www.manpowergroup.com), or follow us on [LinkedIn](#), [Facebook](#), and [Bluesky](#).

### About Choose France

Choose France is an annual international business summit organized by President Macron and the French government to promote France's economic attractiveness and encourage foreign investment in France. The event brings together hundreds of business leaders from around the world at the Palace of Versailles and showcases France as a prime location for international business and innovation.



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