



## Wisconsin and Europe



Jobs



### Employment within Wisconsin, 2017

Country	Employment
United Kingdom	16,400
Canada	14,300
Germany	12,600
Switzerland	9,000
France	8,800

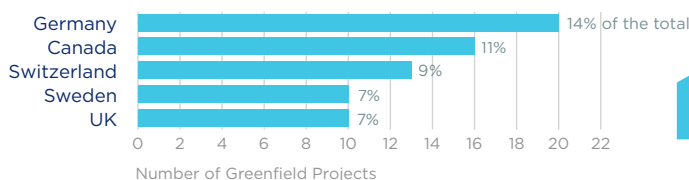
On a country basis, U.K. companies operating in Wisconsin represented 15% of total foreign affiliate employment in Wisconsin, with U.K. multinationals supporting approximately 5,100 more jobs in 2017 than in 2010.

Jobs directly supported by European investment. Total European-related jobs are likely to be higher, because these figures do not include jobs created by trade flows, indirect employment effects through distributors or suppliers, or via non-equity arrangements such as strategic alliances, joint ventures, or other deals.



Investment

### Sources of Greenfield Foreign Direct Investment (FDI)



Number of projects does not directly translate to value of projects or jobs added. Greenfield FDI is investment in new assets.



Trade

### Wisconsin Goods Exports to Europe, 2018

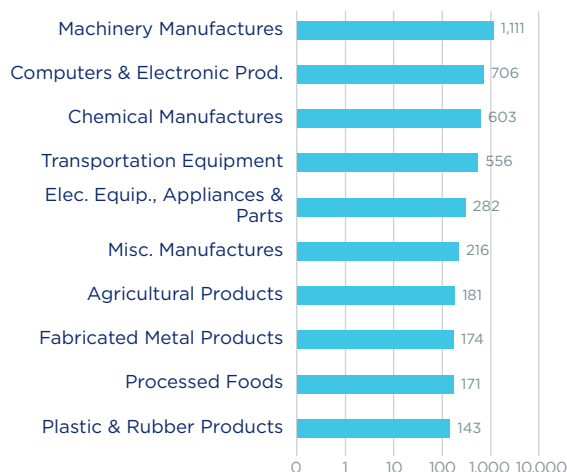
**\$4.6 bn**

Machinery and computers & electronic products are the state's top exports to Europe.

#### Top European Export Markets, 2018

Country	Exports (\$ millions)
Germany	814
United Kingdom	792
France	497
Netherlands	448
Belgium	398

#### Top Ten Exports to Europe, 2018 (\$ millions)



### Wisconsin Goods Imports from Europe, 2018

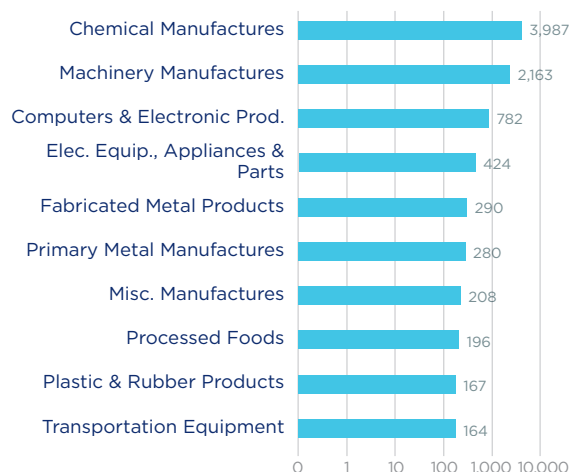
**\$9.3 bn**

Chemicals and machinery accounted for 43% and 23% of total imports from Europe, respectively.

#### Top European Import Markets, 2018

Country	Imports (\$ millions)
Ireland	3,249
Germany	1,923
Italy	880
United Kingdom	631
France	531

#### Top Ten Imports from Europe, 2018 (\$ millions)



Sources: Bureau of Economic Analysis; U.S. Census Bureau; U.S. Department of Commerce; SelectUSA.