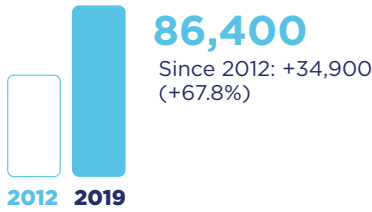




Wisconsin and Europe



Employment within Wisconsin, 2019

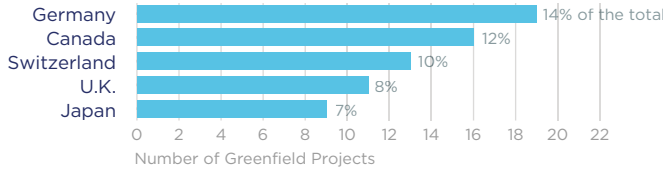
Country	Employment
United Kingdom	22,500
Canada	17,500
Germany	14,300
France	10,300
Switzerland	10,200

On a country basis, U.K. companies operating in Wisconsin represented 18% of total foreign affiliate employment in Wisconsin, with U.K. multinationals supporting approximately 10,800 more jobs in 2019 than in 2012.

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.



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. Greenfield projects listed on the right hand side are Greenfield projects in the state from all countries.



Wisconsin Goods Exports to Europe, 2020

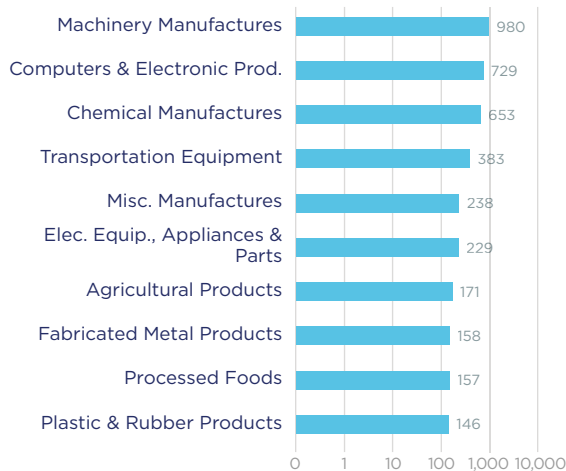
\$4.2 bn

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

Top European Export Markets, 2020

Country	Exports (\$ millions)
Germany	721
United Kingdom	626
Netherlands	428
Belgium	381
France	371

Top Ten Exports to Europe, 2020 (\$ millions)



Wisconsin Goods Imports from Europe, 2020

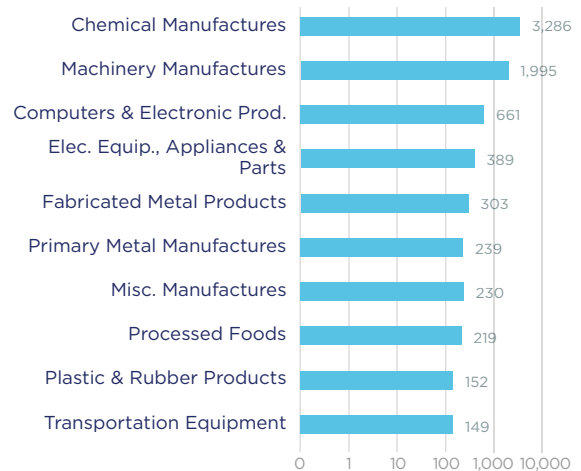
\$8.2 bn

Chemicals and machinery accounted for 40% and 24% of total imports from Europe, respectively.

Top European Import Markets, 2020

Country	Imports (\$ millions)
Belgium	2,350
Germany	1,843
Italy	728
France	437
United Kingdom	378

Top Ten Imports from Europe, 2020 (\$ millions)



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