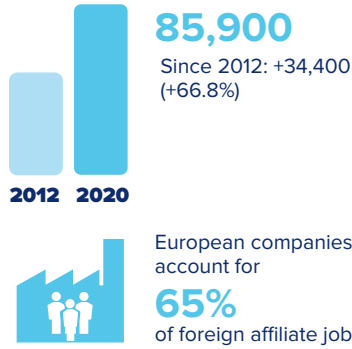




Wisconsin and Europe



Employment within Wisconsin, 2020

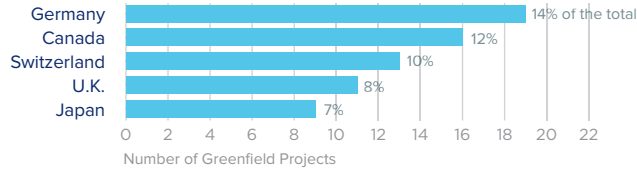
Country	Employment
United Kingdom	22,900
Canada	17,900
Germany	14,600
France	10,700
Switzerland	9,900

On a country basis, U.K. companies operating in Wisconsin represented 17% of total foreign affiliate employment in Wisconsin, with U.K. multinationals supporting approximately 11,200 more jobs in 2020 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, 2021

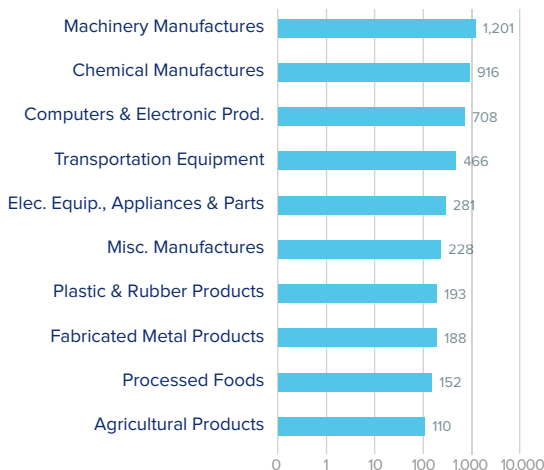
\$4.9 bn

Machinery and chemicals are the state's top exports to Europe.

Top European Export Markets, 2021

Country	Exports (\$ millions)
Germany	875
United Kingdom	723
Belgium	623
Netherlands	474
France	451

Top Ten Exports to Europe, 2021 (\$ millions)



Wisconsin Goods Imports from Europe, 2021

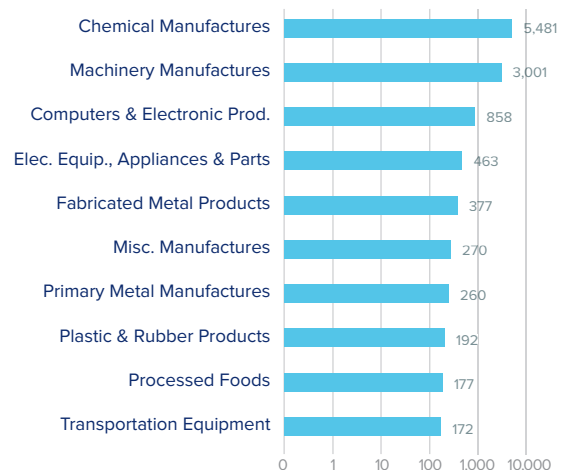
\$11.9 bn

Chemicals and machinery accounted for 46% and 25% of total imports from Europe, respectively.

Top European Import Markets, 2021

Country	Imports (\$ millions)
Germany	3,446
Ireland	2,866
Italy	1,039
Belgium	785
United Kingdom	554

Top Ten Imports from Europe, 2021 (\$ millions)



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