



Wisconsin and Europe



81,500

Since 2006: +17,400
(+27.1%)



European companies
account for
68%
of foreign affiliate jobs

Employment within Wisconsin, 2018

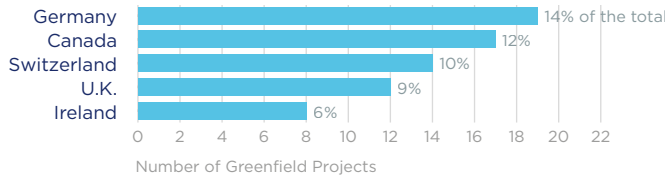
Country	Employment
United Kingdom	16,700
Canada	16,500
Germany	14,700
France	10,100
Switzerland	10,000

On a country basis, U.K. companies operating in Wisconsin represented 14% of total foreign affiliate employment in Wisconsin, with U.K. multinationals supporting approximately 5,400 more jobs in 2018 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.



Sources of Greenfield Foreign Direct Investment (FDI)



138

Greenfield Projects
(October 2010 -
September 2020)

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



Wisconsin Goods Exports to Europe, 2019

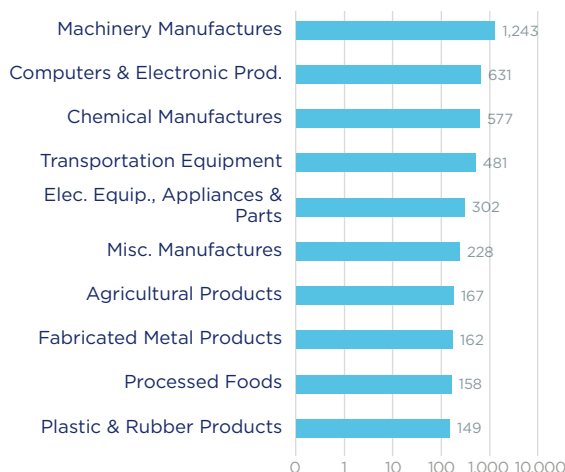
\$4.4 bn

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

Top European Export Markets, 2019

Country	Exports (\$ millions)
United Kingdom	805
Germany	760
Netherlands	452
France	435
Belgium	419

Top Ten Exports to Europe, 2019 (\$ millions)



Wisconsin Goods Imports from Europe, 2019

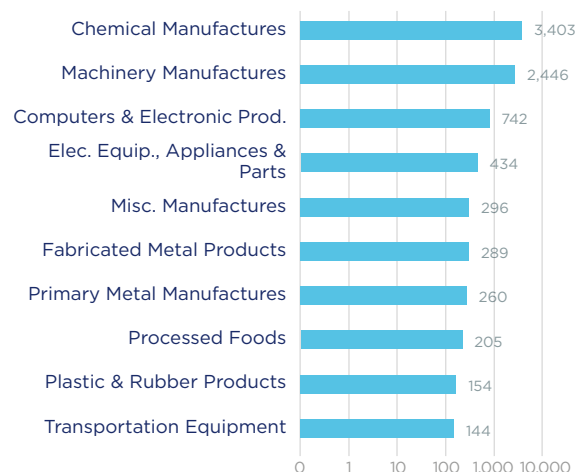
\$8.9 bn

Chemicals and machinery accounted for 38% and 27% of total imports from Europe, respectively.

Top European Import Markets, 2019

Country	Imports (\$ millions)
Ireland	2,333
Germany	1,932
Italy	925
United Kingdom	778
France	478

Top Ten Imports from Europe, 2019 (\$ millions)



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