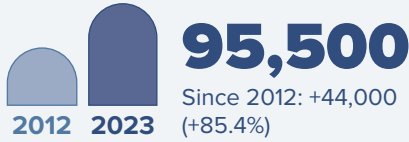


WISCONSIN AND EUROPE

JOBS



Employment within Wisconsin, 2023

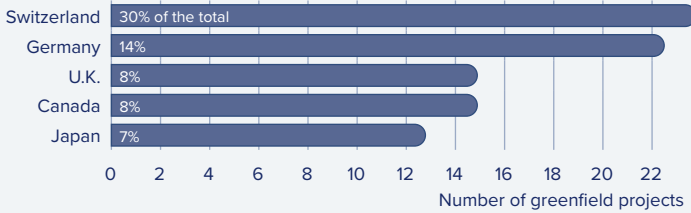
Country	Employment
United Kingdom	26,400
Canada	21,000
Germany	15,000
France	10,900
Japan	10,200

On a country basis, UK companies operating in Wisconsin represented 19% of total foreign affiliate employment in Wisconsin, with UK multinationals supporting approximately 14,700 more jobs in 2023 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.

INVESTMENT

Sources of Greenfield Foreign Direct Investment (FDI)



190
Greenfield projects
(July 2015 - June 2025)

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, 2024

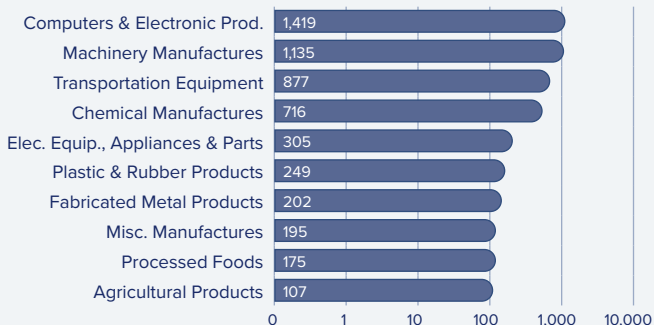
\$5.8 bn

Computers & electronic products, machinery, and transportation equipment made up most of the state's exports to Europe in 2024.

Top European Export Markets, 2024

Country	Exports (\$Millions)
Germany	1,137
Netherlands	804
Belgium	802
United Kingdom	765
France	357

Top Ten Exports to Europe, 2024 (\$Millions)



Wisconsin Goods Imports from Europe, 2024

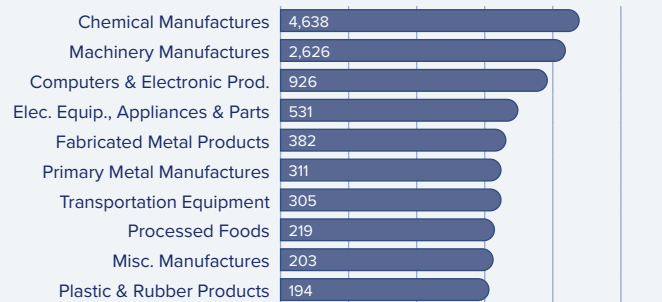
\$11.3 bn

Wisconsin's imports from Europe are concentrated in chemicals and machinery, which together accounted for 64% of the state's imports from the region.

Top European Import Markets, 2024

Country	Imports (\$Millions)
Ireland	3,393
Germany	2,587
Italy	979
Belgium	682
France	452

Top Ten Imports from Europe, 2024 (\$Millions)



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