



Wisconsin: Exports, Jobs, and Foreign Investment September 2012

Exports Support Jobs for Wisconsin's Workers

Export-supported jobs linked to manufacturing account for an estimated 6.5 percent of Wisconsin's total private-sector employment. Nearly one-fifth (19.4 percent) of all manufacturing workers in Wisconsin depend on exports for their jobs (2009 data latest available).

Exports Sustain Thousands of Wisconsin Businesses

A total of 6,473 companies exported from Wisconsin locations in 2009. Of those, 5,677 (88 percent) were small and medium-sized enterprises with fewer than 500 employees.

Small and medium-sized firms generated over one-quarter (26 percent) of Wisconsin's total exports of merchandise in 2009.

Foreign Investment Creates Jobs in Wisconsin

In 2009, foreign-controlled companies employed 74,600 Wisconsin workers. Major sources of foreign investment in Wisconsin in 2009 included Canada, the United Kingdom, Germany, and Switzerland.

Foreign investment in Wisconsin was responsible for 3.2 percent of the state's total private-industry employment in 2009.

Wisconsin Depends on World Markets

Wisconsin's export shipments of merchandise in 2011 totaled \$22 billion.

The state's largest market was Canada. Wisconsin posted merchandise exports of \$7.1 billion to Canada in 2011, 32.3 percent of the state's total merchandise exports. Canada was followed by Mexico (\$2 billion), China (\$1.4 billion), Germany (\$881 million), and Australia (\$763 million).

The state's largest merchandise export category is machinery, which accounted for \$6.7 billion of Wisconsin's total merchandise exports in 2011. Other top merchandise exports are computers and electronic products (\$3.2 billion), food products (\$1.6 billion), transportation equipment (\$1.5 billion), and chemicals (\$1.5 billion).

Wisconsin's Metropolitan Exports

In 2011, the following metropolitan areas in Wisconsin recorded merchandise exports: Milwaukee-Waukesha-West Allis (\$8.8 billion), Madison (\$2.0 billion), Racine (\$1.3 billion), Oshkosh-Neenah (\$1.3 billion), Appleton (\$1.1 billion), Green Bay (\$1.0 billion), Janesville (\$834 million), Sheboygan (\$622 million), Eau Claire (\$546 million), Fond du Lac (\$468 million), and Wausau (\$281 million). Chicago-Naperville-Joliet (including some parts of Illinois and Indiana) exported \$39.5 billion, while Minneapolis-St. Paul-Bloomington (including some parts of Minnesota) exported \$26.2 billion, La Crosse (including some parts of Minnesota) exported \$688 million, and Duluth (including some parts of Minnesota) exported \$592 million.

Prepared by the Office of Trade and Industry Information, International Trade Administration, U.S. Department of Commerce. For more resources please see www.trade.gov/mas/ian.

Sources include resources from the U.S. Department of Commerce's International Trade Administration, Bureau of the Census, and Bureau of Economic Analysis. For detailed information on each section, please see our footnotes.