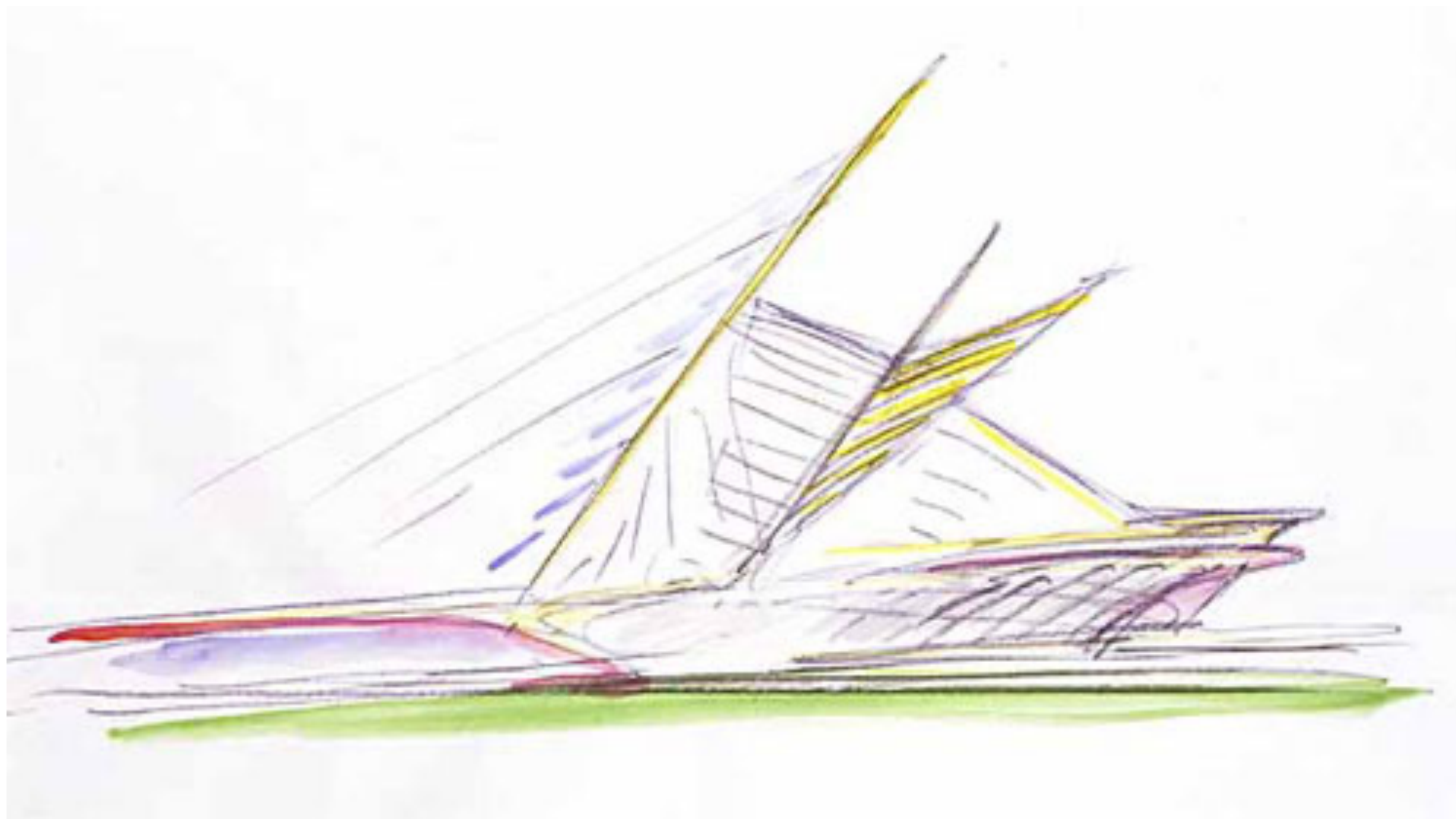




WISCONSIN ECONOMIC  
DEVELOPMENT CORPORATION

WISCONSIN







“This building could only  
have been made  
in Wisconsin.

~ Santiago Calatrava



# THE WISCONSIN ADVANTAGE

# WISCONSIN

Centrally located in  
North America

CANADA

MEXICO



23

# Fortune 1,000 Headquarters located in Wisconsin

**Rockwell  
Automation**

***Snap-on***

**KOHL'S**



**Northwestern Mutual®**

**fiserv.**



**Quad**  
Graphics



**Manpower®**

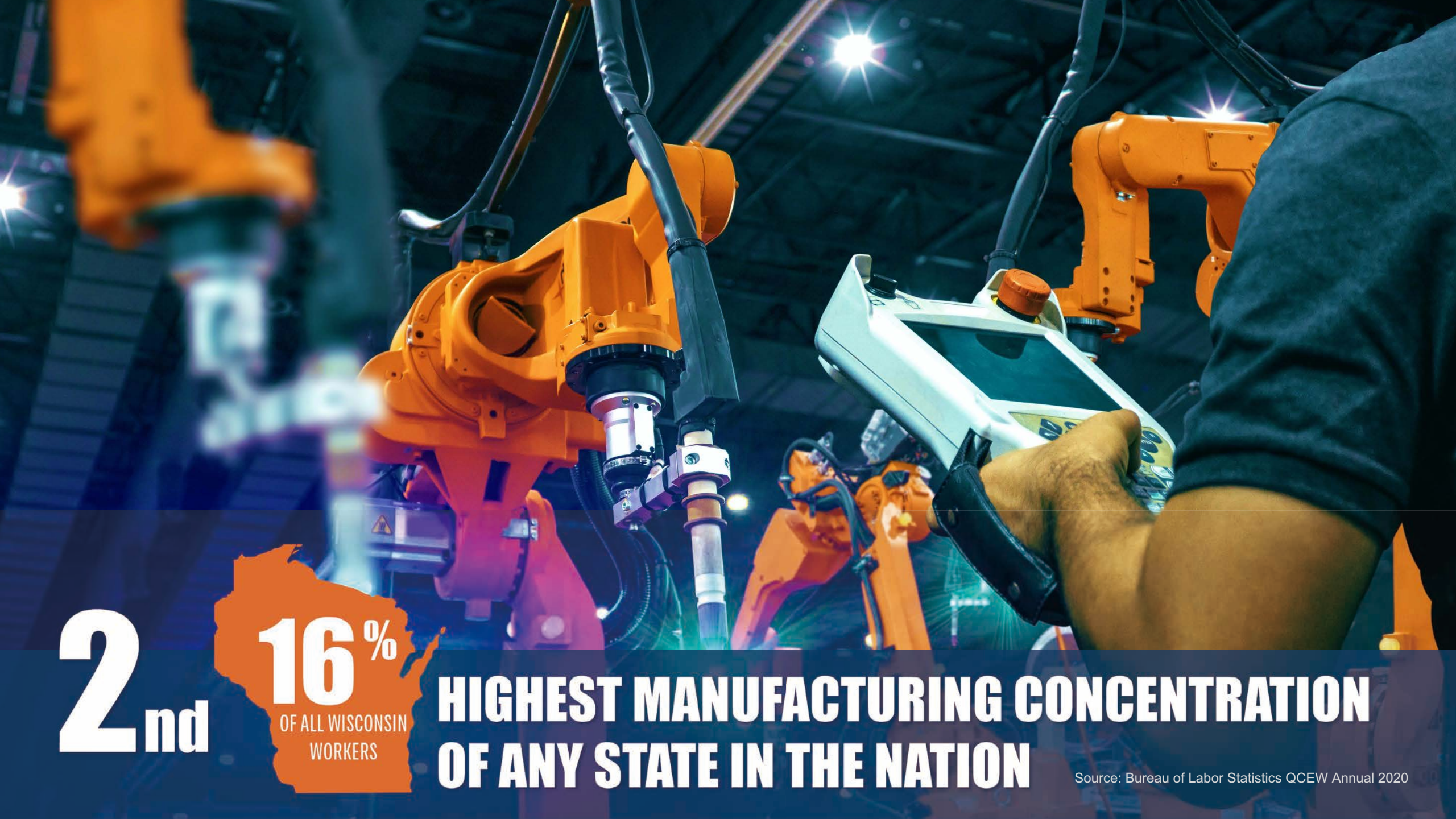
**MODINE®**  
Always Innovating. Always Improving.

**WEC**  
Energy Group





**MANUFACTURING** defines Wisconsin's **FUTURE**



**2<sup>nd</sup>**

**16%**

OF ALL WISCONSIN  
WORKERS

**HIGHEST MANUFACTURING CONCENTRATION  
OF ANY STATE IN THE NATION**

Source: Bureau of Labor Statistics QCEW Annual 2020



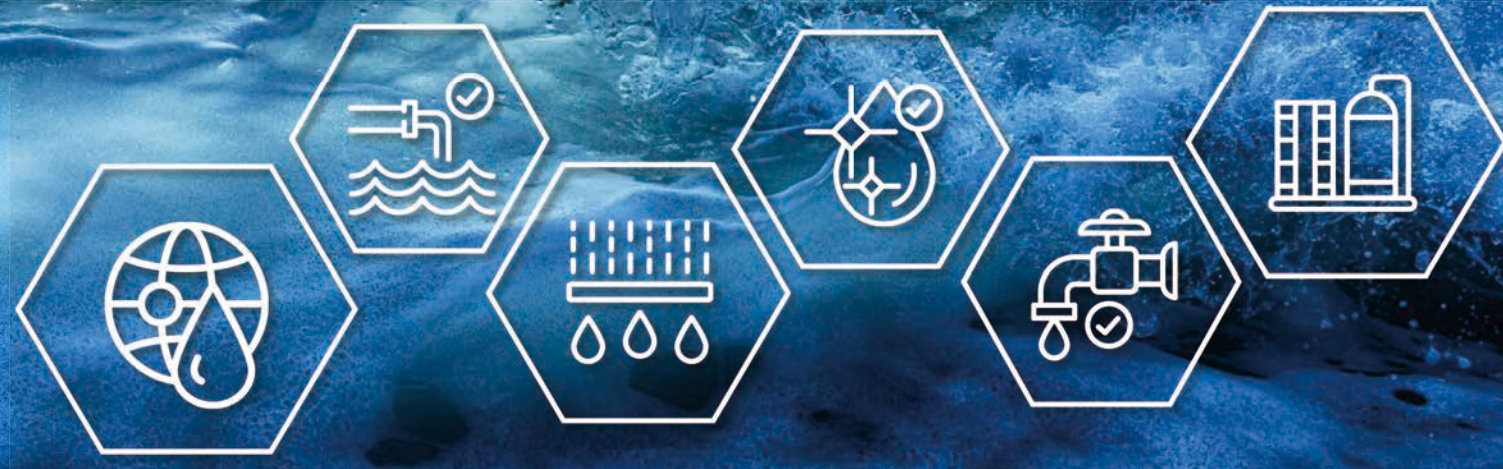
# ENERGY, POWER AND CONTROLS



1,100+  
energy, power and controls  
companies

116,000+  
industry employment

# WATER TECHNOLOGY



230+  
water technology companies

116,000+  
employees connected to the industry



# BIOHEALTH



**1,700+**  
biohealth Companies

**46,000+**  
industry employment



Catalent



# FOOD AND BEVERAGE



3,700+  
companies

106,000+  
industry jobs

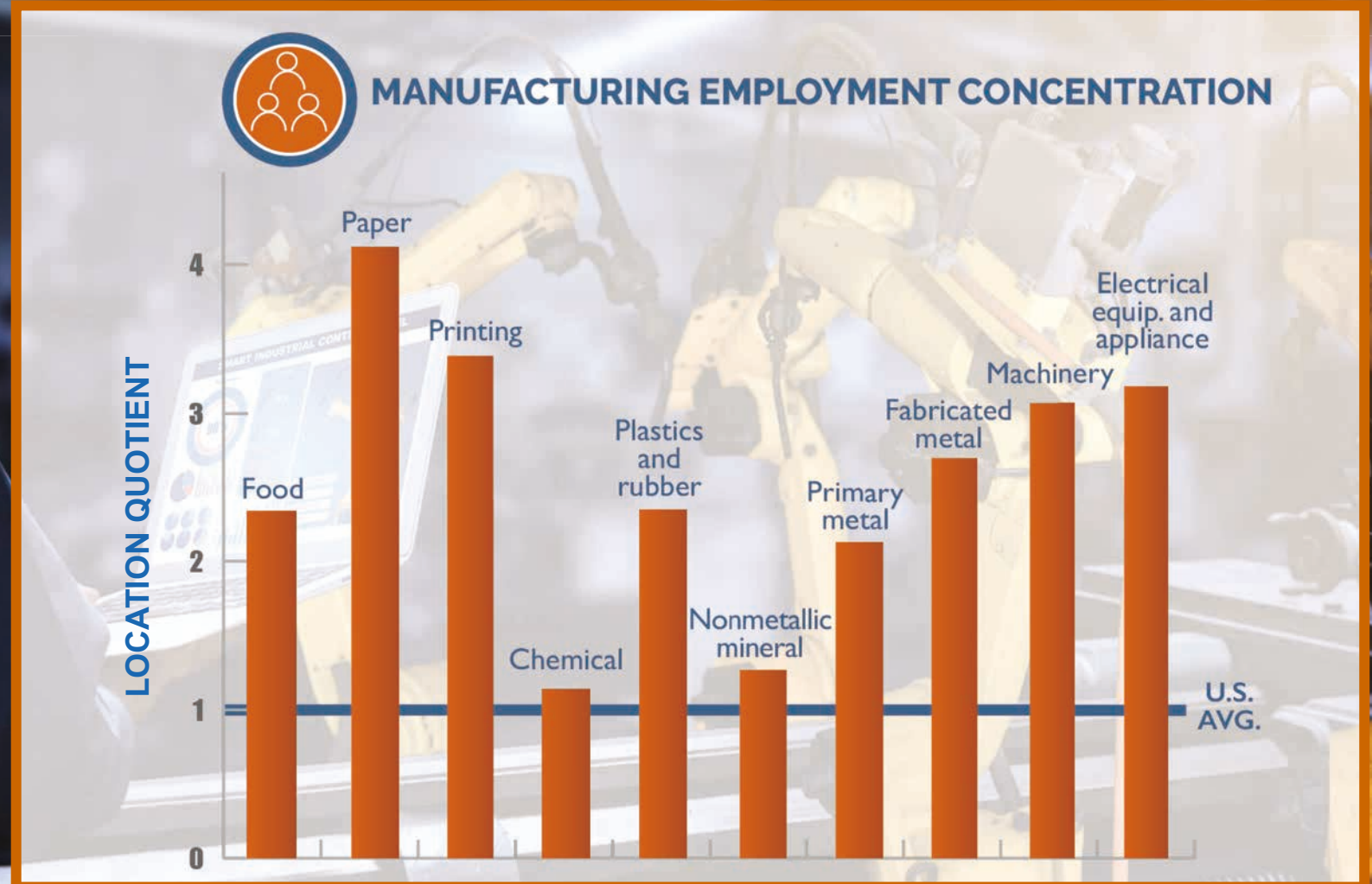


# THE WISCONSIN ADVANTAGE

Talent



# High Quality Workforce



**Location quotients:** Ratios that allow an area's distribution of employment by industry, ownership, and size class to be compared to a reference area's distribution.

# Academic Excellence

66 Wisconsin campuses are preparing students to make strong contributions to Wisconsin's economy.

**570,000**

**Wisconsin  
Students**

**91,542**

**Completions**

including certificates,  
associate, bachelor's  
and advanced degrees.

# Engineering pipeline

## 2019 Engineering Degree Completions

Mechanical Engineering	854
Electrical and Electronics Engineering	406
Civil Engineering, General	389
Bioengineering and Biomedical Engineering	302
Computer & Software Engineering, General	292
Industrial Engineering	286
Engineering, General	224
Chemical Engineering	145
All Other Engineering	670
Engineering Technology/Technician	1,413
<b>TOTAL</b>	<b>4,981</b>

# THE WISCONSIN ADVANTAGE

Business Climate &  
Location

# WISCONSIN

## Business climate



**STABLE, LOW TAX,  
LOW REGULATION  
ENVIRONMENT**

**0.4%**

**MANUFACTURING AND  
AGRICULTURE TAX RATE**



**1** of 2 states  
**95% FUNDED  
PENSION PLANS**



**Aa1  
MOODY'S  
AA+  
FITCH RATINGS**

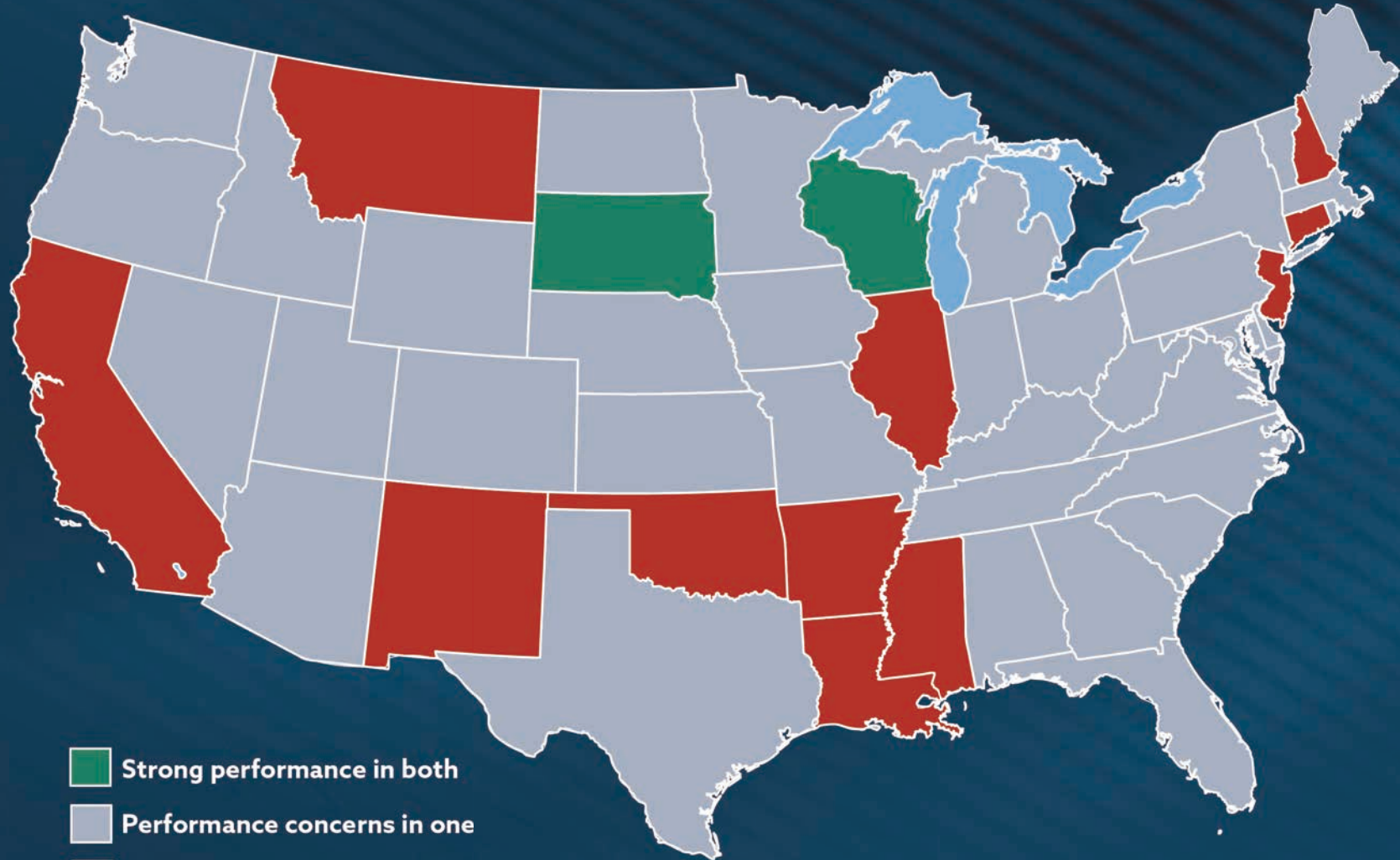
**CREDIT RATING**




# Long-term fiscal stability

Public Pension Obligations *and* Other Employee Benefits



**1** of 2 states  
95% FUNDED  
PENSION PLANS



-  Strong performance in both
-  Performance concerns in one
-  Serious performance concerns in both

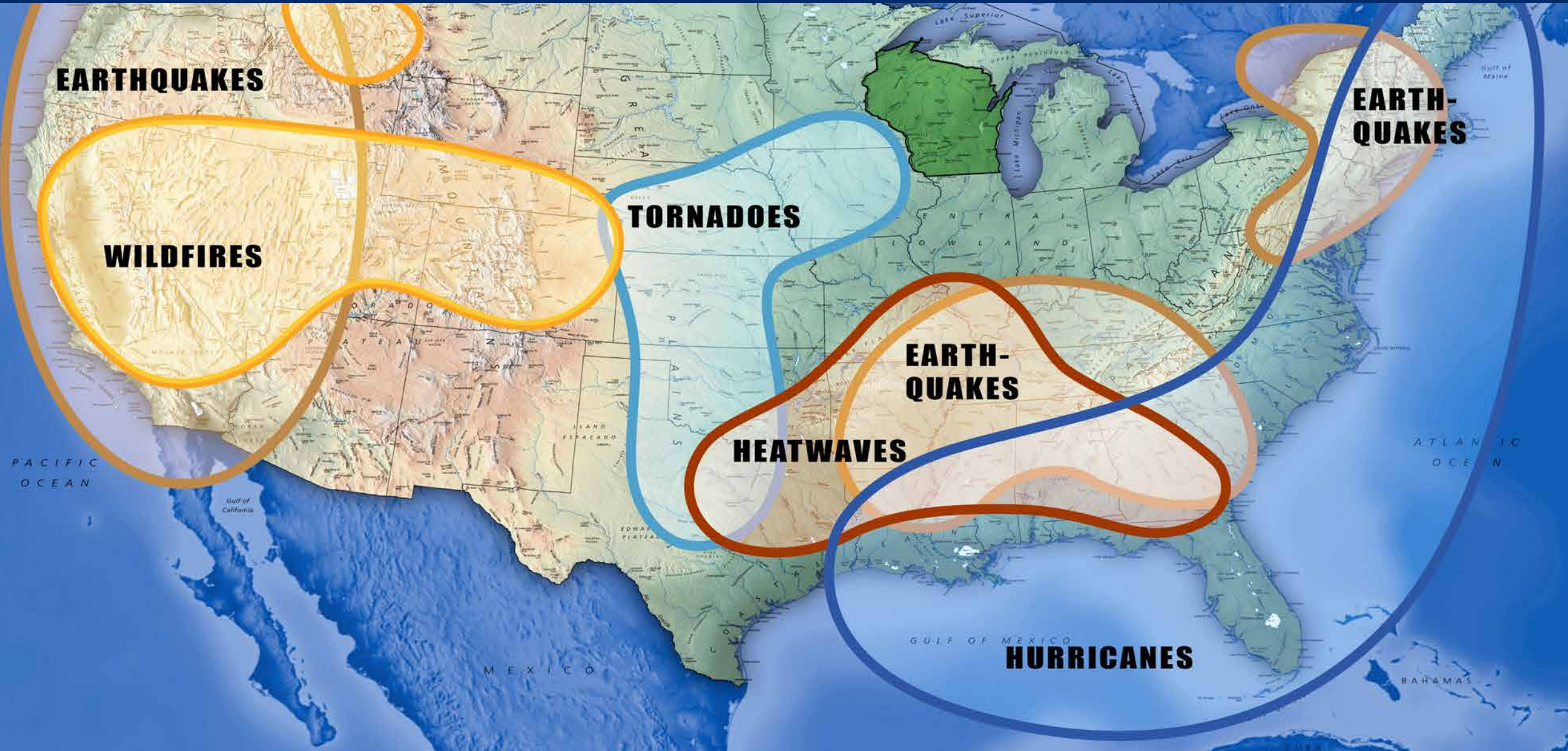
# Proximity to a major airport

78 miles/125 Km  
or 75 minutes by car

O'Hare  
International  
Airport



# Low risk of natural disaster in WISCONSIN





# THE WISCONSIN ADVANTAGE

Japan Connections

# Japan and Wisconsin Connections

Japan is a key trading partner for Wisconsin, as Wisconsin's 7th largest source of imports and 5th largest export destination.

Wisconsin's exports to Japan reached **\$685 million** (grew 7% from 2019 to 2020).



## **EXPORT \$685 million**

from Wisconsin to Japan in 2020

### Top 3 Goods Exports to Japan in 2020 (in millions \$)

- |                            |       |
|----------------------------|-------|
| 1. Medic & optic equipment | \$134 |
| 2. Industrial Machinery    | \$125 |
| 3. Electric Machinery      | \$53  |

Source: WISERTrade, data from U.S. Census Bureau, Foreign Trade Division

### Top 3 Ag Exports to Japan in 2020 (in millions \$)

- |                   |        |
|-------------------|--------|
| 1. Sausages       | \$35   |
| 2. Dairy Products | \$31.7 |
| 3. Beef           | \$15   |

Source: WISERTrade, data from U.S. Census Bureau, Foreign Trade Division



Wisconsin is the largest US exporter of **X-ray parts** and accessories in 2020

Source: WISERTrade, data from U.S. Census Bureau, Foreign Trade Division (HS 902290)

# Japan and Wisconsin Connections

There are more than **30 Japanese companies** employing thousands of Wisconsinites. Waupaca Foundry is the largest Japanese investment in Wisconsin, providing **2,190 jobs**.



**JOBS 8,700** employed  
by from Wisconsin to Japan in 2020

## Top 3 Japanese firms with employment in Wisconsin

- |                    |              |
|--------------------|--------------|
| 1. Waupaca Foundry | <b>2,190</b> |
| 2. Komatsu         | <b>900</b>   |
| 3. Kikkoman        | <b>170+</b>  |

Source: US BEA, Data Axle



**INVEST 4th** Japan's rank  
among sources of international investment

## Top 3 Japanese investments into Wisconsin

1. Komatsu – Joy Global  
(*\$3.7 b acquisition and \$300 m expansion*)
2. Waupaca Foundry – Hitachi Metals  
(*\$1.3 b acquisition*)
3. Cellular Dynamics – Fujifilm  
(*>\$300 acquisition and expansion*)

Source: Orbis Crossborders (since 2015)



Since 2018, Japan was  
the source of **\$150**  
million of foreign direct  
**Investment**  
in Wisconsin

Source: Orbis Crossborders  
(incl. modelled)

# Sister State and Sister Cities

## WISCONSIN: CHIBA PREFECTURE

**2,685**  
Japanese American  
citizens in  
**WISCONSIN**



# Thank you



**KATY SINNOTT**

VICE PRESIDENT,  
GLOBAL TRADE AND INVESTMENT

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