



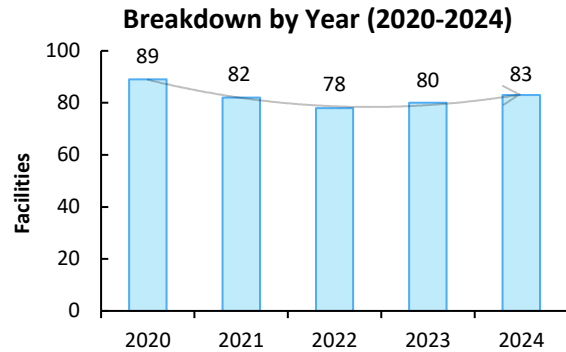
Japanese Direct Investment in Wisconsin (as of October 1, 2024)



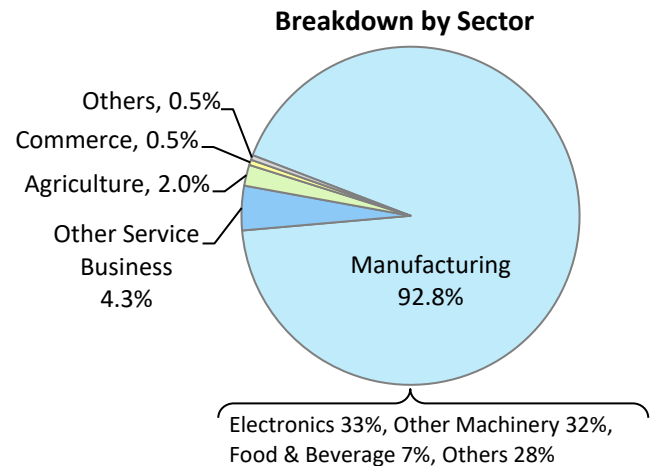
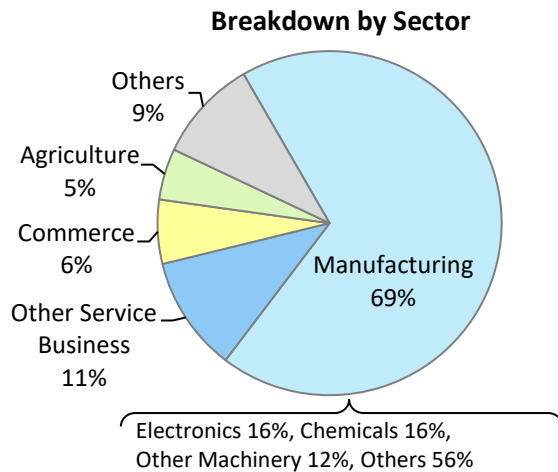
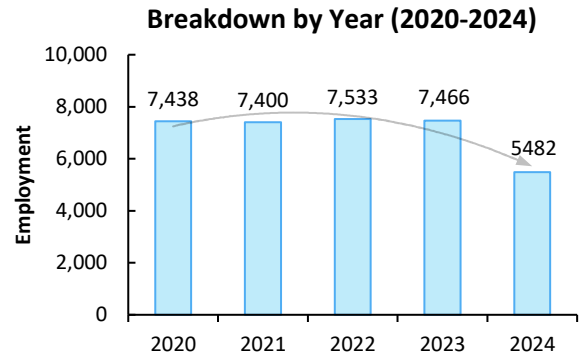
The Consulate-General of Japan in Chicago annually surveys Japanese companies in the Midwest. As the 2024 data indicates, Japanese investment contributes significantly to the state economy.

- **83 Japanese business facilities in Wisconsin**
- **5,482 direct jobs**

JAPANESE BUSINESS FACILITIES



TOTAL EMPLOYMENT



GEOGRAPHIC DISTRIBUTION

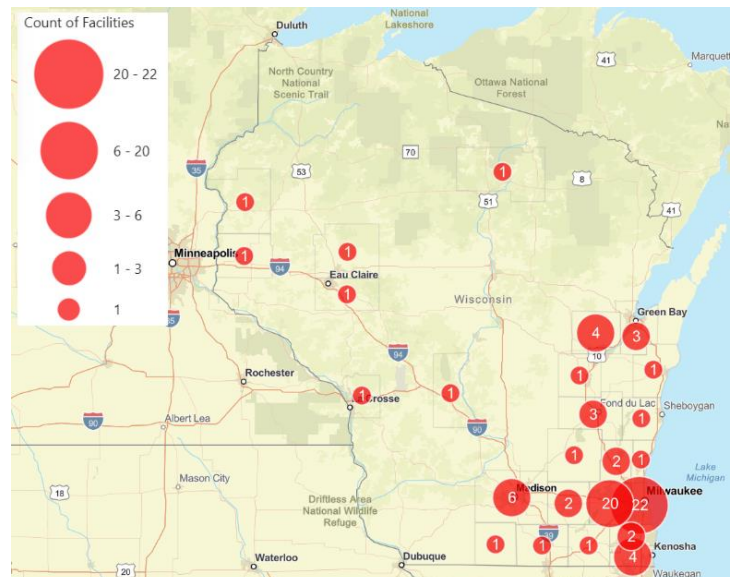
Top 3 Counties by number of Japanese Business Facilities

County	Number of Facilities
Milwaukee	22
Waukesha	20
Dane	6

Top 3 Counties by employment at Japanese Business Facilities

County	Number of Employees
Milwaukee	1893
Waukesha	866
Fond Du Lac	725

Map of Japanese business facilities in Wisconsin²



Note: Japanese company for the purpose of this survey is defined as any company with 10% or more of shares held by Japanese companies or individuals.

1: Source: WEDC 2024, 2: Map of Japanese business facilities by county. Size of circle indicates number of facilities in the county.



Japanese Trade with Wisconsin (as of February, 2025)

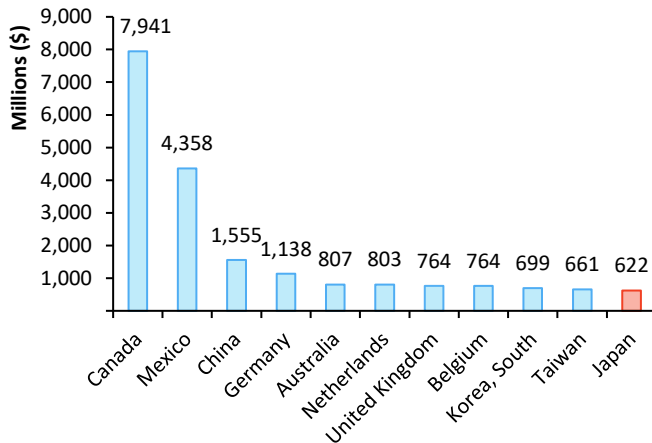


Japanese trade with Wisconsin contributes significantly to the state economy.

- Japan is Wisconsin's 11th largest export and the 11th largest import partner.
- The leading exports to Japan are Food Products and Computer & Electronic Products.
- The leading imports from Japan are Machinery (non-electrical) and Chemicals.

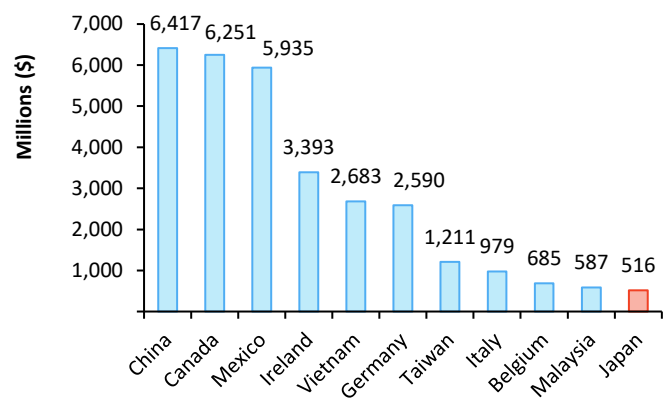
Wisconsin Exports (2024)

Breakdown by Trade Partner

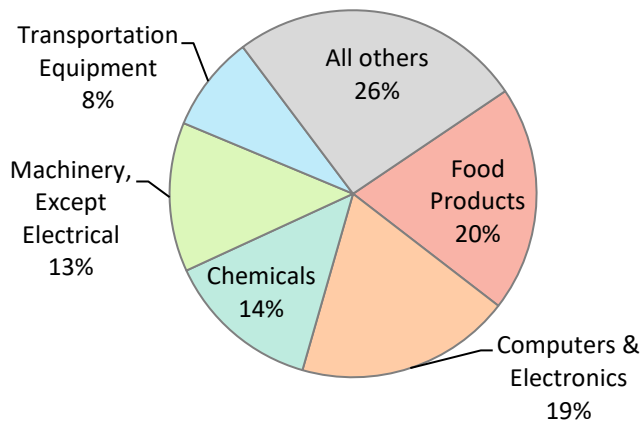


Wisconsin Imports (2024)

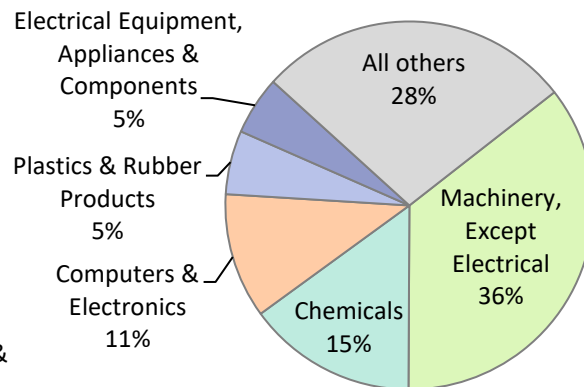
Breakdown by Trade Partner



Exports to Japan by Sector

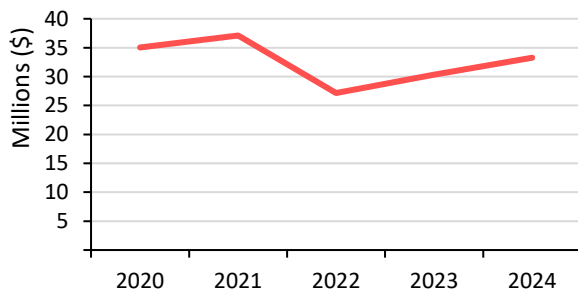


Imports from Japan by Sector



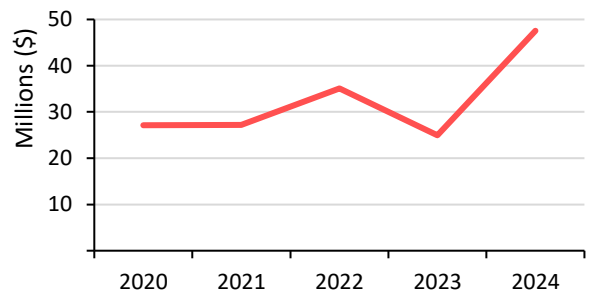
Highlighted Wisconsin Exports to Japan: Sausages and Computers

Sausage¹ Export Trend (2020-2024)



Japan is Wisconsin's 2nd largest market for sausage exports. Sausage exports have grown steadily over the last 3 years increasing more than 20% from around \$27 million in 2022 to more than \$33 million in 2024.

Computer² Export Trend (2020-2024)



Computer exports have grown significantly over the last five years increasing 75% from around \$27 million in 2020 to almost \$48 million in 2024.

Source: U.S. Census Bureau, Economic Indicators Division.

Note: HS used for breakdown by export partner and highlighted exports, NAICS used for breakdown by industry.

1: HS 1601 Sausage Etc Of Meat, offal, blood, insects; food Preps, 2: HS 8471 Automatic Data Process Machines; Magn Reader Etc.