

WISCONSIN & CANADA

An integrated economy



Photo: Clearpath Robotics

Advancing manufacturing innovation with robotics

Rockwell Automation was already the world's largest company dedicated to industrial automation before their 2023 acquisition of Ontario-based **Clearpath Robotics Inc.** Now the firm has proven technology from Canada's largest robotics and automation cluster to bolster its development of autonomous mobile robots (AMRs) for industrial applications. Clearpath brings Rockwell the OTTO Motors line of self-driving vehicles to increase throughput and reduce operational costs in warehouses and other industrial facilities. As part of Rockwell's broader Intelligence Devices segment, Clearpath and OTTO will help this global manufacturer continue to innovate new tools to meet emerging industrial challenges. A top manufacturing company with customers in more than 100 countries, Rockwell is headquartered in Milwaukee, and also operates out of multiple locations across Canada.



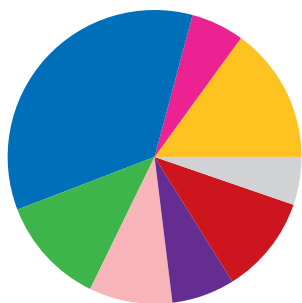
155 Canadian-owned companies employ **20,850 workers** in Wisconsin



Wisconsin sells more goods to Canada (its #1 export market) than to its next four largest foreign markets combined

Wisconsin

exports \$8.5 billion
in goods to Canada annually



Goods exports by industry

- Agriculture (15%)
- Chemicals (6%)
- Equipment & machinery (35%)
- Forest products (12%)
- Minerals & metals (9%)
- Plastics & rubbers (7%)
- Transportation (11%)
- Other (5%)

Wisconsin exports \$570 million in services to Canada, including

Travel (including for education).....	\$170 million
Charges for the use of intellectual property....	\$107 million
Business services.....	\$104 million
Insurance services.....	\$88 million
Financial services.....	\$47 million

Top Wisconsin goods exports to Canada

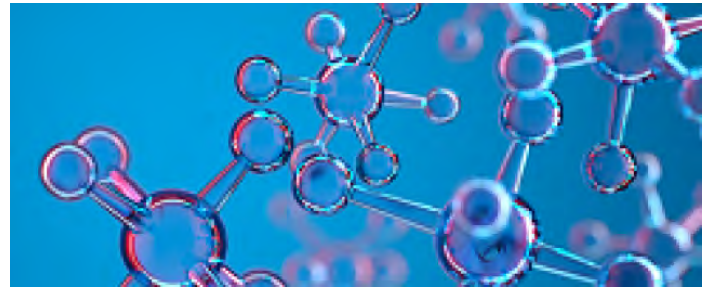
■ Paper & paperboard.....	\$637 million
■ Plastics & plastic articles.....	\$584 million
■ Electric motors & generators.....	\$452 million
■ Beverages & alcohol.....	\$293 million
■ Agricultural machinery.....	\$278 million
■ Salt, sulfur, earth & stone, lime & cement.....	\$247 million
■ Motor vehicle parts.....	\$230 million
■ Books & printed material.....	\$206 million
■ Engines & turbines.....	\$202 million
■ Optical, medical & precision instruments.....	\$201 million



Photo: NFI Group

The wheels on the bus go... green!

The city of Madison recently updated their transit fleet with 46 zero-emission, high-capacity 60-foot electric buses from bus and coach manufacturer **New Flyer of America**. The Xcelsior CHARGE NGTM models incorporate high-energy batteries, advance protective battery packaging for simpler serviceability and a new lightweight traction drive systems with up to 90% energy recovery. These buses, part of the largest infrastructure project that Madison has ever undertaken, are powering the new East-West Bus Rapid Transit system and contribute to the city’s ambitious emissions reduction goals. New Flyer first began producing buses in Manitoba in 1937 and has several manufacturing facilities in Canada, the United States and the United Kingdom.



Using microbes to tackle “forever chemicals” in Wisconsin

Addressing perfluoroalkyl substance (PFAS) – or “forever chemicals” – soil and water contamination is a significant environmental challenge in Wisconsin and across America. British Columbia’s **Fixed Earth Innovations**, which uses microbes to remediate pollution and restore ecosystems, partnered with Wisconsin-based **ORIN Technologies** on a Madison pilot project that has shown promising results. Fixed Earth’s new technology deploys microbes and oxygen to break down PFAS in contaminated soil. The project, conducted at the Dane County Regional Airport, demonstrated 97% reduction in chemicals in the soil tested. With further research, this innovative technology could potentially be a widespread remediation solution – in Wisconsin and beyond.

Wisconsin

imports \$6.3 billion
in goods from Canada annually



- Agriculture (14%)
- Chemicals (6%)
- Energy (9%)
- Equipment & machinery (15%)
- Forest products (20%)
- Minerals & metals (11%)
- Plastics & rubbers (10%)
- Transportation (8%)
- Other (7%)

Top Wisconsin goods imports from Canada

Plastics & plastic articles.....	\$592 million
Paper & paperboard.....	\$515 million
Fuel oil.....	\$325 million
Wood pulp.....	\$292 million
Iron & steel alloys & semi-finished products...	\$281 million
Automobiles.....	\$259 million
Wood & semi-finished wood products.....	\$231 million
Natural gas & other gases.....	\$182 million
Softwood lumber.....	\$165 million
Fertilizers.....	\$129 million

December 2024

Sources: All figures are in U.S. dollars. Unless otherwise specified, all figures are based on 2023 data. **U.S. Census Bureau:** goods trade, Canada’s export ranking (2/2024 release). **Trade Partnership:** 2022 services trade (2/2024 release). **Dun & Bradstreet:** Canadian-owned businesses operating in the U.S. (12/2023 release). Figures may not add up due to rounding. Produced by the Embassy of Canada in Washington, D.C.

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