

# 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.

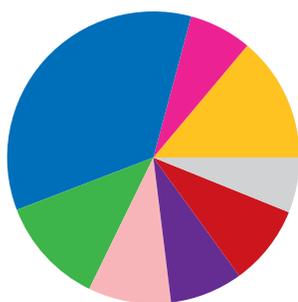


444 Canadian-owned companies employ 17,150 workers in Wisconsin



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

Wisconsin exports \$7.9 billion in goods to Canada annually



#### Goods exports by industry

- Agriculture (14%)
- Chemicals (7%)
- Equipment & machinery (35%)
- Forest products (12%)
- Minerals & metals (9%)
- Plastics & rubbers (8%)
- Transportation (9%)
- Other (6%)

### Wisconsin exports \$730 million in services to Canada, including

Travel (including for education).....	\$286 million
Business services.....	\$114 million
Insurance services.....	\$98 million
Charges for the use of intellectual property.....	\$97 million
Financial services.....	\$55 million

### Top Wisconsin goods exports to Canada

<span style="color: green;">■</span> Paper & paperboard.....	\$603 million
<span style="color: purple;">■</span> Plastics & plastic articles.....	\$585 million
<span style="color: blue;">■</span> Electric motors & generators.....	\$404 million
<span style="color: pink;">■</span> Salt, sulfur, earth & stone, lime & cement.....	\$261 million
<span style="color: blue;">■</span> Agricultural machinery.....	\$216 million
<span style="color: red;">■</span> Motor vehicle parts.....	\$205 million
<span style="color: blue;">■</span> Optical, medical & precision instruments.....	\$205 million
<span style="color: pink;">■</span> Iron & steel tubes, pipes & sheets.....	\$199 million
<span style="color: green;">■</span> Books & printed material.....	\$194 million
<span style="color: yellow;">■</span> Beverages & alcohol.....	\$186 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.



Photo: Cenovus

## Ensuring energy security in Wisconsin

In 2021, Canadian oil and gas company **Cenovus Energy** invested in Wisconsin's only petroleum refinery, located in Superior. The modernized facility, which Cenovus rebuilt with local tradesmen, came back online in 2023 and produces a full slate of products, including gasoline, diesel, shipping fuel and asphalt, from the crude oil it takes in from North Dakota and Western Canada. With a 740 million-gallon annual production capacity, the facility employs 250 people, ensuring energy security for Wisconsin and the wider region. Cenovus operates the Duluth Marine Terminal, which serves as the Port of Duluth and Superior's only marine fueling station, and fuels \$27 billion worth of marine cargo every year. This bolsters supply chain resilience for the materials that move through the Port. Cenovus also invests in the community; it supported the Superior Police Department by providing a new K-9 that performs search and rescue, and searches for narcotics and illegal weapons. The company also sponsors local firefighters' refinery safety training programs.

## Wisconsin imports \$6.3 billion in goods from Canada annually



- Agriculture (15%)
- Chemicals (6%)
- Energy (9%)
- Equipment & machinery (15%)
- Forest products (21%)
- Minerals & metals (9%)
- Plastics & rubbers (10%)
- Transportation (7%)
- Other (8%)

## Top Wisconsin goods imports from Canada

Plastics & plastic articles.....	\$601 million
Paper & paperboard.....	\$560 million
Wood pulp.....	\$306 million
Natural gas & other gases.....	\$295 million
Fuel oil.....	\$256 million
Wood & semi-finished wood products.....	\$249 million
Iron & steel alloys & semi-finished products.....	\$200 million
Softwood lumber.....	\$182 million
Automobiles.....	\$140 million
Aluminum & aluminum articles.....	\$124 million

March 2025

Sources: All figures are in U.S. dollars. Unless otherwise specified, all figures are based on 2024 data. **U.S. Census Bureau:** goods trade, Canada's export ranking (2/2025 release). **Trade Partnership:** 2023 services trade (12/2024 release). **Dun & Bradstreet:** Canadian-owned businesses operating in the U.S. (2/2025 release). Figures may not add up due to rounding. Produced by the Embassy of Canada in Washington, D.C.

# CONTACT

## THE CONSULATE GENERAL IN CHICAGO

TWO PRUDENTIAL PLAZA, 180 NORTH STETSON AVENUE, SUITE 2400, CHICAGO, IL 60601



**Madeleine Féquière**

Consul General  
[chcgo@international.gc.ca](mailto:chcgo@international.gc.ca)  
 (312) 616-1860

@CanCGChicago  
[canada.ca/canada-in-chicago](http://canada.ca/canada-in-chicago)