



WISCONSIN EXPORTS

Q1-Q3 2012

HIGHLIGHTS

- Wisconsin firms exported \$17.4 billion in the first three quarters of 2012.
- That represented a 6.4% growth rate over the first three quarters of 2011 and was higher than the 5% growth rate for total U.S. exports in that same time period.
- Wisconsin's total exports in all four quarters of 2011 were \$22 billion.
- Wisconsin exports in the first three quarters were greater than the amount exported in all four quarters of 2009.
- Wisconsin ranks 18th among the 50 states in exports.

TOP 10 WISCONSIN PRODUCT EXPORTS Q1-Q3 2012

Category	Export Value in US \$		Percent of total		Change
	2011	2012	2010	2012	2012/2011
Industrial Machinery	5 billion	5.6 billion	31.0%	32.4%	11.3%
Electrical Machinery	1.8 billion	1.7 billion	11.3%	10.1%	-5.0%
Medical & Scientific Instruments	1.6 billion	1.7 billion	9.5%	9.6%	6.7%
Vehicles/Not Railway	1 billion	1.2 billion	6.3%	7.1%	19.5%
Paper	698 million	677 million	4.3%	3.9%	-3.0%
Plastics	597 million	660 million	3.7%	3.8%	10.6%
Iron/Steel Products	299 million	361 million	2.0%	1.8%	20.4%
Printed Matter	326 million	309 million	2.0%	1.8%	-5.2%
Beverages (includes ethanol)	217 million	308 million	1.3%	1.8%	41.9%
Furniture & Bedding	232 million	242 million	1.4%	1.4%	4.3%
other	4.5 billion	4.6 billion	27.2%	26.3%	2.2%

(Major product categories are based on 2-digit HS System code numbers.)

INDUSTRY EXPORT HIGHLIGHTS

- **Industrial Machinery** continues to be Wisconsin's leading export product category.
 - The category accounts for one-third of the state's exports.
 - Major subsectors include:
 - Parts for earthmoving and mining equipment (14.61% of the category total)
 - Self-propelled bulldozers, angledozers, graders, levelers, scrapers, mechanical shovels, excavators, shovel loaders, tamping machines and road rollers (8.45%)
 - Transmission shafts (including camshafts and crankshafts) and cranks; bearing housings, housed bearings and plain shaft bearings; gears and gearing; ball or roller screws; gear boxes and other speed changers (7.59%)
- Wisconsin exports of **Electrical Machinery** declined but was still the second largest category.
 - Major subsectors include:
 - Electrical transformers, static converters and inductors have been flat for the last three years but now comprise the top subcategory (11.5% of the category total)
 - Telephone parts, which declined by 40.9%, fell from the top subcategory to the number two position (9.7%)
 - Arc welding and soldering equipment exports were up by 12.5% (8.9%)
 - Electric control panels and boards declined by 0.4% (7.4%)
- **Medical and Scientific Instruments** exports grew by a slightly higher percentage than the state's overall total, as the industry has grown by 6.8%.
 - Major subsectors include:
 - Instruments and appliances used in medical/surgical sciences maintained its status as the number one product category, growing 8.3%
 - X-Ray apparatus, the second largest product category, declined by 2.5%, the second straight year the product was flat or declined through 3 quarters of a year
 - Optical Fibers, increased by 13.4%, breaking out of a flat trend that lasted two years
- **Vehicles** shipments grew by nearly 20%. Exports of fire fighting vehicles and mobile drilling derricks were especially strong, growing by 125.01% and 2,428.07% respectively.
 - Major subsectors include:
 - Parts and accessories for tractors grew by 10.43%, however the product has declined in total share of the Vehicle industry exports in each of the past 3 years
 - Tractors is the second largest product is 12.89%
 - The most substantial movement in this industry was a 109.7% increase, increasing the share of the industry's exports from 8.1% to 14.2% over the first 3 quarters of 2011

- **Paper Products**, Wisconsin's #5 export product category, declined by 3%.
 - Major subcategories include:
 - Toilet paper/towels, the largest product category, declined by 30.3%, dropping to a value lower than that of 2010
 - The second largest product in the industry, paper/paperboard, grew by 35.7%, continuing strong growth that began in 2010
- If all of Wisconsin's **Agriculture-related Exports** were grouped into one product category, they would total \$2.2 billion, growing 4.2% over the first three quarters of 2011.

TOP 10 MARKETS FOR WISCONSIN EXPORTS Q1-Q3 2012

Country	Export Value in US \$		Percent of total		Change
	2011	2012	2010	2012	2012/2011
Canada	5.3 billion	5.8 billion	32.6%	33.5%	9.4%
Mexico	1.5 billion	1.6 billion	9.1%	9.4%	6.7%
China	1 billion	1.1 billion	6.4%	6.6%	10.2%
Australia	514 million	665 million	3.2%	3.8%	29.3%
Japan	535 million	637 million	3.3%	3.7%	19.1%
Germany	688 million	538 million	4.2%	3.1%	-21.8%
United Kingdom	438 million	467 million	2.7%	2.7%	6.7%
Chile	478 million	416 million	2.9%	2.4%	-13.0%
France	420 million	389 million	2.6%	2.2%	-7.3%
Brazil	374 million	382 million	2.3%	2.2%	2.3%
other	5 billion	5.3 billion	30.7%	30.4%	6.0%

COUNTRY EXPORT HIGHLIGHTS

- **Americas** - \$9 billion, up \$7.9%, accounting for 52% of total Wisconsin Exports
 - **Canada** is up 9.4% over the same period last year, shale and oil sands development are fueling the increase.
 - Because of the highly integrated Great Lakes regional manufacturing industry, Canada accounts for one-third of Wisconsin's exports.

- The Province of Ontario receives 64% of all of Wisconsin's export shipments sent to Canada.
 - **Mexico** increased its growth rate to 9.65%, to \$1.63 billion. A new president and an improving security climate are helping in Mexico.
 - **Chile**, while still the third largest market in Latin America, it had a sharp decline in exports this quarter. Majority of declines are in Industrial Machinery, Electrical Machinery, Iron and Steel Products and Vehicle categories.
 - **Brazil** is keeping steady at a 2.2% growth rate to \$382 million.
 - **Colombia's** growth rate is still in double digits at 12.5%. The U.S.–Colombia Trade Promotion Agreement will extend that growth.
 - **Peru** has the highest growth year to date of 34.1%- strongest in Latin America to date. Most categories showed strong growth with the most dramatic in aluminum articles growing over 2,000%.
- **Europe** - \$3 billion, down 3.6%, accounting for 17.8% of total Wisconsin exports
 - Priority Growth markets in Europe - **Russia** continues its double digit growth rate at 29.87% to \$163 million, **Poland** is up 42.51% to \$64 million, and the **Czech Republic** has slowed from its double digit rate to (-3.8%) falling behind 2010 and 2011 levels. Key growth drivers are infrastructure development and increased manufacturing volumes and natural gas development.
 - The European region overall is down from the same period last year by 3.58% at \$3.1 billion, 17.8% of Total Wisconsin Exports. This is still an 11% increase over 2010.
 - **Germany**, Wisconsin's largest European market continues its double digit decline of 21.8%, the largest contributor to the decline in export volume. A large percentage of the German economy relies on exports to Europe, which continues to suffer from its debt crisis.
 - **Belgium** and the **Netherlands** among the top five Euro markets are up around 15% and 13% respectively. The United Kingdom is continues to be up 6.7% up into the third quarter.
- **Asia Pacific** - \$2.9 billion, up 13%, accounting for 23% of total Wisconsin exports
 - The top 10 export destinations of Wisconsin that saw double digits growth are Asia Pacific countries:
 - **China** (3rd largest market) up 10.18%
 - **Australia** (4th largest market) up 29.32%
 - **Japan** (5th largest market) up 19.14%
 - Exports to **China** continue to grow at an impressive rate, 10.18%.
 - Exports to **Australia** increased almost 30% to \$665 million. The increased mainly came from industrial machinery, up 52 % to \$349 million. 56% of Wisconsin exports to Australia are machineries.
 - Exports to **Japan** rebounded from 2011 performance to re-enter the top five markets. Exports to Japan went increased by the rebound was mainly in the:
 - scientific and medical equipment sector, up 24% to \$226 million
 - a large increase in the overall industrial machinery category, up 60% to \$132 million
 - Other Asia markets that saw double digits export growths include:
 - **Singapore**, up 36.91% to \$239 million
 - **Philippines**, up 30.09% to \$114 million

- **Vietnam**, up 10.43% to \$47 million
- **India, Middle East, & Africa** - \$1.3 billion, up 9%, accounting for 7% of total Wisconsin exports
 - Wisconsin exports to **India** grew by 38% and the country moved from the Number 14 position as an export destination for Wisconsin to Number 11.
 - Exports of parts for cranes and lifting equipment grew by 226%.
 - Wisconsin accounts for over half of all U.S. exports in that subcategory that go to India.
 - Liquid pumps grew by 99%.
 - **Saudi Arabia** moved from the Number 17 position to Number 15 with growth of 21%.
 - Industrial Machinery accounts for 57% of exports to Saudi Arabia, up from 43% in 2011.
 - Electrical generating sets are the leading subcategory and grew by 57%.
 - Wisconsin Exports to **South Africa** grew by 17% and the country moved from ranking 20th as an export destination to 19th.
 - Exports of cranes and lifting equipment declined by 41.51%, but the subcategory still accounts for about 17% of all Wisconsin exports to the country due to the ongoing strength of the mining sector.
 - Self-Propelled Bulldozers, Graders, Scrapers grew by 2,855%.
 - Specialized machinery (includes humidifiers/dehumidifiers, cleaning machinery, and maintenance devices) grew by 1,689%.
 - Wisconsin exports to the **United Arab Emirates** declined by 6% and the country remained in the Number 26 position as an export destination.
 - A significant portion of the drop is due to a significant drop in Wisconsin exports of cranes and lifting equipment to the country in 2012.
 - Spark-ignition reciprocating or rotary internal combustion piston engines were up 135%.

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