

# WISCONSIN *FDI SUCCESS STORIES*



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### WELCOME TO WISCONSIN

From the moment Wisconsin achieved statehood, our motto has always been “Forward.” That means you’ll find incredible support for your company’s vision as well as excitement around bringing that vision to life. From inbound foreign direct investment to domestic relocation, WEDC and its statewide network can help you find prime locations and connect you with valuable resources that set you up for success in Wisconsin.

When we say “Welcome to Wisconsin,” we mean it. You’ll find business-friendly tax code, low regulation, policies that advance emerging industries and allow your business to compete nationally and globally, and an environment that spurs investment and instills confidence in the future.

In addition, you’ll have access to programs and resources to help you start, relocate, or expand your business in Wisconsin. Through WEDC’s collaboration with local and regional economic development organizations, academia, and industry associations, you’ll be connected to growth-oriented solutions to help maximize your company’s potential.

# Food and Beverage

## KIKKOMAN FOODS (JAPAN)

### WALWORTH

**Company background:** Kikkoman's history stretches back more than 300 years. Today, its soy sauce, an indispensable flavor in cuisines worldwide, is produced in 10 factories around the world, including the company's North American production headquarters in Walworth, Wisconsin.

**Investment objectives:** Kikkoman selected Wisconsin as its North American headquarters in 1972 because it needed a location that was centrally located to ensure efficient distribution. The region's climate is also optimally conducive to the production of the two main ingredients in soy sauce—soybeans and wheat. Another requirement for the company's location was a workforce that was both hardworking and loyal—two traits for which Wisconsinites are famous. In 2024, the company announced plans to expand its Walworth brewing plant and build a new facility in Jefferson, Wisconsin, receiving up to \$15.5 million in performance-based state tax credits for the \$800 million expansion.

**Why Wisconsin?** In the more than 40 years that Kikkoman has been operating in Wisconsin, its plant here has increased production twenty-fold. Wisconsin's mutually beneficial partnership with Kikkoman represents the positive outcomes that result from a shared commitment to business development.

**The right decision:** "The quality of life and increasingly business-friendly environment in Wisconsin is unmatched in other parts of the country. Kikkoman Foods could not have grown our business as successfully in any other place."

— Dan Miller, Vice President of Administration,  
Kikkoman

## KRONES (GERMANY)

### FRANKLIN

**Company background:** Krones designs and manufactures packaging solutions, primarily in the food and beverage industry. Established in 1966, Krones Inc. is the U.S. subsidiary of Krones AG, based in Neutraubling, Germany. Krones has established itself as the industry leader in the planning, design, service and manufacture of systems for filling and packaging operations, primarily in the food and beverage industry. Today, every fourth beverage bottle in the world runs through a Krones machine.

**Investment objectives:** In 2017, Krones Inc. announced a significant investment in southeastern Wisconsin that includes the construction of a new Training and Technology Center to serve customers and employees—a critical addition for the company's future growth plans. Krones executives decided to expand within the Franklin Industrial Park, across the street from the company's U.S. headquarters, after considering other sites throughout the country. The company planned to add at least 25 new, high-skilled positions as a result of its \$4 million investment in the new 40,000-square-foot center. Construction began in spring of 2018.

**Why Wisconsin?** To help secure the project in Wisconsin, WEDC provided the company with up to \$300,000 in performance-based tax credits. The new training center is a centerpiece of the company's U.S. growth plan, and the expansion will help to increase employee and customer skill level, which in turn will translate to greater customer success with Krones machines, leading to greater market share. The company was also encouraged by the addition of a new hotel nearby to support incoming trainees.

**The right decision:** "As an innovation leader in our industry, we consider the new Krones Training and Technology Center a critical element in our value proposition to customers and employees in North America. Higher skill levels translate to greater customer success with their Krones machines, and the investment in a local Training and Technology Center further strengthens Krones' commitment to be a true Partner for Performance to our customers."

— Holger Beckmann, President and CEO, Krones Inc.

## NICHE COCOA (GHANA)

### FRANKLIN

**Company background:** Founded in 2011 by Edmund Poku, who left a career in investment banking to return to his native Ghana, Niche Cocoa has grown to become the largest fully integrated cocoa processor in the West African nation. The company saw opportunity because Ghana was processing only 15% of its cocoa bean production and exporting the rest. Manufacturing cocoa products and chocolates, Niche Cocoa continued to grow. By 2022, it was considering the next step in its sweet evolution.

**Investment objectives:** Niche Cocoa began scouting for a site for its first U.S. production plant. The move made sense for the company because of the market's size and potential, both to develop semi-finished products and to sell more products up the value chain, such as chocolates. Its new facility was designed to pulverize cocoa cake to make cocoa powder to be distributed nationally. It was also designed to manufacture finished chocolate with cocoa butter and cocoa liquid imported from Ghana.

**Why Wisconsin?** In 2022, Niche Cocoa looked to suburban Milwaukee where it chose a site in Franklin and leased a 44,000-square-foot production facility in the Franklin Business Park. That decision represented the largest food and beverage investment by an African-based company in U.S. history and the largest-ever Ghanaian foreign direct investment in Wisconsin. Niche Cocoa's choice revolved around the strength of the state's food and beverage sector and its leading role in the dairy industry, which is critical to chocolate production. Niche is also partnering with Omanhene Cocoa Bean Co., a Milwaukee-based firm that pioneered production of world-class, single-origin, bean-to-bar chocolate manufactured in Ghana.

**The right decision:** "We know how to build factories, so we could do that anywhere. But the partnership between what we know how to do and what Wisconsin can offer Niche to succeed in our next chapter is what brought us to the state."

— Edmund Poku, Founder, Niche Cocoa

## NESTLÉ (SWITZERLAND)

### JEFFERSON

**Company background:** This Swiss multinational corporation has 270,000 employees globally, producing 2,000 brands marketed in 188 countries. The company's food and nutritional products serve the needs of both people and pets. Its iconic brands are familiar, ranging from Gerber baby food and Nestea to Purina and Stouffer's. Founded as a small food business in the lakeside town of Vevey in 1867 by Henri Nestlé, the business has grown to become the world's largest food and beverage company. Nestlé is known for innovation; the company invests more than \$1.8 billion each year in research and development to create foods for healthier lifestyles and drive sustainability.

**Investment objectives:** The Nestlé Purina PetCare Company already operated a 300,000-square-foot plant in Jefferson with 250 workers, producing wet pet foods including Fancy Feast, Wet Pro Plan, and Beneful IncrediBites. But as it considered modernizing and expanding the plant's capacity, part of a company-wide expansion of pet food production, it contemplated other sites in Georgia and Pennsylvania. The \$195 million plant upgrade—including \$160 million in equipment upgrades, land acquisition, and plant expansion—required state and local support to keep the development in Wisconsin. Officials delivered, and the expansion is expected to add 100 jobs over five years. The upgrade, which includes adding a third production line, is expected to increase plant capacity by 40-50%.

**Why Wisconsin?** Officials engineered a package of incentives that included local assistance through tax increment financing and \$1.7 million in performance-based state tax credits. The company also has deep roots in the state, going back more than a century, and a skilled workforce in place. Its expanded facilities are located close to a major transportation corridor, providing access to markets across the U.S.

**The right decision:** "Investing in our Jefferson factory deepens our roots in the community while helping us provide pet owners across the northern part of the U.S. with the trusted, science-based pet food their dogs and cats love. We remain focused on safety, quality, and sustainability in our operations and appreciate the state and local partners who have supported our continued growth."

— Terry Nolan, Chief Technical Officer, Purina

## HARIBO (GERMANY)

### PLEASANT PRAIRIE

**Company background:** Headquartered in Grafton, Germany, HARIBO is the world's leading manufacturer of gummy candies, most famous for its classic Goldbears. Globally, the business employs nearly 7,000 associates and operates 16 production sites in 10 countries. HARIBO is a family-owned business with a century-long heritage: Founder Hans Riegel built the company on a foundation of quality and delivering moments of childlike happiness through its products. Established in 1920, HARIBO is the acronym that comprises its founder's name and the city in which the company was born (Bonn, Germany): HANs RIEgel BOnn. HARIBO prides itself on making playful gummies that are meant to be shared so our inner child can always experience joy through sweet treats.

**Investment objectives:** After considering several potential locations for its first manufacturing facility in North America, HARIBO ultimately chose Kenosha County for its shared values, ideal location, lot size and support from Wisconsin organizations. Phase one of the HARIBO factory construction is expected to be complete in late summer/early fall 2022, with the factory operational in early 2023. Upon the multi-phase build completion, HARIBO's factory will be one of the largest investments of new operations by an overseas company in Wisconsin history.

**Why Wisconsin?** HARIBO was drawn to the state's friendly business climate, strong fiscal management, well-maintained infrastructure and skilled workforce. The Wisconsin attributes that appealed to the company included shared values (strong work ethic, diverse talent and a warm welcome); the location (a short distance from O'Hare Airport and access to a major interstate highway, I-94); the lot size (allowed for multiple project phases on large acreage); and collaboration among industry trade groups, economic development organizations, and officials at various levels of state and local government.

**The right decision:** "HARIBO will invest well above \$300 million in our state-of-the-art facility, the largest project in our 100-year history. In addition to that investment, we're going to create up to 385 direct HARIBO jobs in phase one of our build and up to 4,200 indirect jobs upon completion of our full build, as per an independent economic study. It's important to us to be exemplary corporate citizens and give back to the places where we live and work, so we're proud of the relationships we've already built as we become part of the fabric of the community."

— Wes Saber, Executive Vice President and Chief Financial Officer, HARIBO of America

# Biohealth >

## FUJIFILM (JAPAN) MADISON AND WAUWATOSA

**Company background:** Fujifilm is a global company that creates innovative products and delivers effective solutions in a wide variety of fields to serve society, contribute to the quality of life and enhance environmental sustainability.

**Investment objectives:** The company has long since branched out from its roots in the film industry, and currently its three main business fields are Imaging, Document and Healthcare & Materials solutions. In 2015, Fujifilm acquired two Wisconsin companies, Cellular Dynamics and TeraMedica, that possessed innovations and expertise that aligned with the company's growth strategy. In 2023, the company announced plans for a \$150 million investment in two U.S. subsidiaries, including construction of a new 175,000-square-foot headquarters in Madison (with up to \$3 million in performance-based state tax credits) and doubling manufacturing capacity for iPSC-derived stem cell therapies.

**Why Wisconsin?** Founded in 2004 and located in Madison, Cellular Dynamics International (CDI) develops and manufactures fully functioning human cells. Founded in 2001 and based in Wauwatosa, TeraMedica Inc. develops software for diagnostic imaging tools.

**The right decision:** "By welcoming Cellular Dynamics Inc. to the Fujifilm Group and by combining the technologies and knowhow of both companies, we will seek synergies and efficiencies to be more competitive in the field of drug discovery and regenerative medicine."

— Shigetaka Komori, CEO, Fujifilm

## HEPALINK (CHINA) WAUNAKEE

**Company background:** Founded in 1998 and headquartered in Shenzhen, China, Shenzhen Hepalink Pharmaceutical Group (9989:HK) produces, distributes and sells heparin sodium API to pharmaceutical companies in China and internationally.

**Investment objectives:** In 2014, the company acquired Waunakee-based Scientific Protein Laboratories (SPL) for \$337.5 million. Founded in 1976 as a spinoff of Oscar Mayer Foods, SPL is the world leader in bio-sourced pharmaceuticals. The acquisition benefited both parties, giving Hepalink a larger share of the market and also enabling SPL to expand production and grow from employing 167 people in Waunakee in 2014 to 270 today. To bring about this expansion, Hepalink made an additional \$80 million capital expenditure in the Wisconsin manufacturing facility.

**Why Wisconsin?** The SPL acquisition was aligned with Shenzhen Hepalink's broader strategy, allowing the company to expand its global supply chain, said Shawn Lu, chief financial officer of Hepalink USA. Lu said Wisconsin's favorable business climate and supporting assets have contributed to the success of Hepalink's investment.

**The right decision:** "Wisconsin has a stable workforce, well-trained technicians and skilled workers, a highly developed and respected education system, reasonable labor costs, and low land and utility costs."

— Shawn Lu, Chief Financial Officer, Hepalink USA

# Manufacturing

## MAGIDO (ITALY) STURTEVANT

**Company background:** Headquartered in Italy, Magido is one of the world's leading manufacturers of parts washers. It employs about 50 people in Milan and has six employees in Wisconsin. Established in 1986, the company makes a variety of parts washers and can tailor their stainless-steel industrial cleaning technology for specific customers.

**Investment objectives:** After expanding in Europe, they decided to move into the U.S., especially as customers became more concerned about environmental issues and seeking out water-based cleaning equipment. "We were a little bit different than the other companies," Capra said. Because their parts washers can be used in so many different places— aerospace, shipbuilding, automotive, and mechanical industries—many different market spaces exist. "We are really investing a lot of time in the U.S., because we still believe it's the biggest industrial market in the world," Capra said.

**Why Wisconsin?** Capra said Wisconsin is a natural fit because many of their customers are in the northern U.S. Plus, he said, "our major customer is coming from Chicago, so it's not far away from where we are based now. It makes sense for us." They also collaborate with Gateway Technical College in Sturtevant to hire employees who have taken the advanced manufacturing class.

**The right decision:** The company sees long-term growth potential in the area; next year, they are hoping to create a model just for the U.S. market, based on needs from the automotive industry. "The area around Kenosha has a strong legacy of manufacturing, which makes hiring easier since the labor force is geared toward these types of jobs," said Capra. "They also have no inventory tax—and WEDC helped us find our initial space, which was incredibly helpful."

— Fabio Capra, President, Magido



## MILWAUKEE TOOL (HONG KONG, CHINA)

BROOKFIELD, MENOMONEE FALLS, MUKWONAGO,  
SUN PRAIRIE

**Company background:** A Wisconsin-based subsidiary of Hong Kong-based Techtronic Industries Co. Ltd. since 2005, Milwaukee Tool was founded in 1924 and is a global leader in delivering innovative solutions to the professional construction trades that offer increased productivity and unmatched durability. The company moved from Milwaukee to Brookfield in 1965, and over the last decade has redeveloped 190,000 square feet of former manufacturing space to accommodate research and development, product development, prototyping, packaging design, marketing, sales, training facilities, and administrative offices. Since 2011, Milwaukee Tool's sales have increased by nearly 400%, and its Wisconsin-based workforce has gone from just over 300 employees to almost 1,400.

**Investment objectives:** The company's new campus in Menomonee Falls constitutes its fourth expansion in just five years. These include two new buildings in Brookfield, with a combined 316,300 square feet of space; a \$32 million research and development center in Brookfield; an expansion of manufacturing facilities in Mukwonago and Sun Prairie. Together, these expansions represent an estimated \$174 million in capital investment and are expected to create more than 1,800 new jobs. The Menomonee Falls site has the potential for expansion into a multi-building, multi-purpose campus with up to 2.5 million square feet of space to support Milwaukee Tool's future growth across the globe.

**Why Wisconsin?** WEDC began working with Milwaukee Tool in 2016 when the company was looking to expand its Brookfield corporate headquarters. The state created an Enterprise Zone to assist with the project; after several contract amendments in response to updated expansion plans, Milwaukee Tool has the potential to receive up to \$46 million in state tax credits, contingent on reaching job creation and capital investment benchmarks. As a result, the company has agreed to create 942 new jobs, retain its existing jobs, and make \$67 million in capital investments through 2022.

**The right decision:** "The solutions we are selling around the world are created, designed and developed by our people right here in Wisconsin. We firmly believe that, through investing in our people, we will continue delivering disruptive innovation and new technology that drives productivity on the job site for our users and distribution partners. We are proud to grow our world-class work environment here in Wisconsin so we can attract, retain and recruit the best talent in the world."

— Steve Richman, Group President, Milwaukee Tool

## NOLATO (SWEDEN)

### BALDWIN

**Company background:** Contour Plastics was founded in 1990 in a shed in Hammond, Wisconsin. As it grew its profile in the medical device market, the company expanded significantly, and moved into a state-of-the-art facility in Baldwin, with a 43,000-square-foot addition completed in 2008. In 2010, Contour Plastics was purchased by Nolato, a Swedish company with facilities throughout Europe. This was the first U.S.-based facility for Nolato, which produces a wide variety of polymer products including pharmaceutical packaging, medical containers and supplies, and other components for industrial, laboratory and medical settings. The company's products are critical to the U.S. response to COVID-19 and future infectious disease surveillance and vaccine/drug needs.

**Investment objectives:** The acquisition of Contour Plastics for \$22 million allowed Nolato to establish a North American production base. Now called Nolato Contour, the company completed a 27,000-square-foot expansion in 2019, adding two 5,000-square-foot cleanrooms plus additional space for material handling and warehousing. A second expansion, currently underway, will add 50,000 square feet of warehousing and production support for the company's increased medical product needs. The company currently employs 236 people in Wisconsin, and this expansion will add another 75 full-time positions.

**Why Wisconsin?** WEDC has supported the two expansions—with a combined total capital investment of more than \$22 million—with a total of \$475,000 in performance-based tax credits, contingent on meeting capital investment and job creation targets. Nolato was drawn to Wisconsin's strong manufacturing sector, supported by a favorable tax environment and support for workforce development and training.

**The right decision:** "As in many areas of the country, workers are scarce, but Wisconsin is actively building links between the education system and employers. Nolato is an enthusiastic participant in the Career

Cruising/Inspire program for middle school and high school students. In addition, the willingness of the technical colleges to listen and provide focused training and internships is powerful. Along with the superior quality of engineering graduates from UW-Stout, all of these factors have led us to the decision that Wisconsin is the right place to grow and expand."

— Russell Steele, President/Managing Director,  
Nolato Contour



## KOMATSU MINING (JAPAN)

### MILWAUKEE

**Company background:** Headquartered in Milwaukee, Komatsu Mining Corp. is part of the global Komatsu family of companies, indispensable partners to the mining, forestry, industrial and construction industries. Komatsu Mining Corp. is home to the industry-leading P&H, Joy and Montabert equipment and service brands for mining and related industries. The company's history in Milwaukee dates back to the origin of the P&H brand in 1884.

**Investment objectives:** In 2016, Komatsu purchased Milwaukee-based Joy Global for \$2.9 billion, solidifying its position in the mining industry by acquiring a key competitor. In 2018, the company announced plans to build a new state-of-the-art headquarters and manufacturing campus in Milwaukee—a \$285 million project with the potential to create more than 400 jobs. The project, encompassing 170,000 square feet of office space, a 20,000-square-foot museum and training building, and 410,000 square feet of manufacturing space, will serve as a new corporate headquarters and manufacturing and training facility—including advanced machine, heat treat and fabrication shops; state-of-the-art technology, research and development, and robotics labs; an office complex and data solutions center; a global training and conference center; and a City of Milwaukee public riverwalk adjacent to the campus.

**Why Wisconsin?** WEDC and Komatsu have reached a substantive agreement that would provide the company with \$59.5 million in state income tax credits over the next 12 years. The company can earn the state tax credits based upon the number of jobs created and retained, the amount of capital investment it makes, and the amount it spends on purchasing equipment, goods and services from Wisconsin-based companies during that period. The company has also received Transportation Economic Assistance grants for its road and rail improvements.

**The right decision:** “When deciding where to invest for the future of our business in Milwaukee, we felt lucky to find a location that was blocks from where we were founded and allowed us to be part of an exciting transformation in the city. Not only do we have a long history in Milwaukee, but our network of key heavy manufacturing suppliers is also located here in Southeast Wisconsin, as well as the premier universities and technical colleges that help create our workforce. Our goal for this project is to have a positive impact on the community and its sustainability for the future.”

— John Koetz, Executive Vice President  
of Surface Mining, Komatsu