



FRANCE-WISCONSIN INVESTMENT SNAPSHOT

Nearly

40

French companies
operate in Wisconsin

*Moody's Analytics, Inc. Orbis
business database*

Nearly

\$2 BILLION

invested since 2003

*Moody's Analytics, Inc. Orbis
Crossborder Investment, total
value of projects and M&A deals
since 2003*

11,000+ JOBS

in Wisconsin supported by
French investment

*U.S. BEA, Activities of U.S. Affiliates
of Foreign Multinational Enterprises,
2024*

WHY FRENCH COMPANIES CHOOSE WISCONSIN



- **Proven track record with French companies:** France is already one of Wisconsin's strongest European investment partners, with roughly 40 French firms operating across advanced manufacturing, agri-food, life sciences, energy, logistics, and services. Continued reinvestment and expansion demonstrate Wisconsin's reliability as a long-term U.S. growth platform.



- **Aligned manufacturing strengths:** Wisconsin's manufacturing-centric economy closely matches French industrial capabilities, reducing integration risk and accelerating timelines for greenfield projects, expansions, and M&A-driven market entry.



- **Competitive operating environment and market access:** Compared with coastal or Tier 1 metros, Wisconsin offers lower labor and facility costs, a highly productive workforce supported by technical colleges, abundant freshwater, and site-ready industrial parks that support efficient North American operations.

FLAGSHIP FRENCH INVESTMENTS IN WISCONSIN



Lactalis Group

- Lactalis continues to expand cheese manufacturing capacity in Wisconsin to meet growing U.S. demand.
- The state's **strong dairy supply chain**, skilled workforce, and proximity to milk producers support Lactalis' long-term strategy for value-added dairy production.



Sanofi

- The company continues to reinvest in its Madison site, one of its **largest biomanufacturing and R&D hubs** in North America.
- The facility supports advanced biologics production and high-value jobs, leveraging Wisconsin's **strong life sciences talent base**.



Manitou Group

- Through its Gehl brand headquartered in West Bend, the company continues to invest in manufacturing, product development, and workforce growth.
- Wisconsin's **expertise in off highway equipment** provides a strong platform for serving North American construction and agricultural markets.