

# GERMANY-WISCONSIN INVESTMENT SNAPSHOT



**100+**

German companies  
operate in Wisconsin

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

**\$4 BILLION**

invested since 2003

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

**15,000+ JOBS**

in Wisconsin supported by  
German investment

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

## WHY GERMAN COMPANIES CHOOSE WISCONSIN



- **Manufacturing-ready workforce at competitive cost:** Wisconsin offers a highly skilled manufacturing and STEM talent base at lower labor and operating costs.



- **Rich and reliable natural resources:** Abundant fresh water, access to key agricultural inputs, and stable energy and utilities support long-term manufacturing and food production.



- **Proven track record with German companies:** Decades of successful operations reflect labor stability, cultural compatibility, and trusted state and local partnerships.



- **Central location and strong logistics:** Wisconsin's location enables efficient access to suppliers and customers across North America.



- **Future-ready manufacturing environment:** Advanced manufacturing, artificial intelligence capabilities, and data infrastructure support long-term innovation and growth.

## FLAGSHIP GERMAN INVESTMENTS IN WISCONSIN



### Merck KGaA

- Employs about 1,600 in Wisconsin
- \$65 million manufacturing facility expansion in 2022



### Krones AG

- Wisconsin is home to the only Krones manufacturing facility in the U.S.
- Added a 240,000 sq ft logistics center (employing 150) in 2026
- Nearly 800 employees in Wisconsin
- Presence in the state since 1966



### Haribo GmbH & Co.

- Initial Wisconsin investment in 2020
- 1,000+ high-skill jobs in engineering, manufacturing, and corporate functions
- \$285 million campus investment (2020) created 400+ new jobs



### WILO Schweiz AG

- Entered Wisconsin in 2015 via Cellular Dynamics International acquisition
- Advanced cell therapy R&D and manufacturing hub
- \$9 million HQ expansion (2023) created 16 new jobs