WISCONSIN
ECONOMIC DEVELOPMENT

MANUFACTURING EXCELLENCE

Wisconsin supports diverse industries with a stable and resilient supply chain.

LOOK FORWARD ›

FACTS AND FIGURES ABOUT WISCONSIN'S MANUFACTURING INDUSTRY

Wisconsin's advanced manufacturing workforce possesses skills and expertise that serve all of the state's key industries, including

- BIOHEALTH
- ENERGY, POWER, AND CONTROLS
- FOOD AND BEVERAGE PROCESSING
- WATER TECHNOLOGY

#1 IN THE U.S.
for manufacturing employment per capita

0.4%
effective tax rate on income from manufacturing

A technical college system with

16 COLLEGES, 52 CAMPUSES, and nearly 294,000 STUDENTS

FIRST IN THE NATION
to develop a **TECHNICAL COLLEGE SYSTEM**

97%
of Wisconsin employers are satisfied with technical college graduates' education.

Workforce Innovation Grants are providing

$128 MILLION
to 27 organizations across Wisconsin to address barriers to workforce participation such as:

- **Child care**
- **Transportation**
- **Housing**

470,000+
manufacturing jobs in Wisconsin

Access to a talent pool of

66,000+
engineering graduates per year from across the Midwest, including **4,500+ from Wisconsin**

BUILT FOR INNOVATION

8,900+

Wisconsin manufacturing companies

Lightcast 2025 Q4 Dataset

470,000+

Wisconsin manufacturing jobs

Lightcast 2025 Q4 Dataset

In Wisconsin, our tradition of innovation is legendary. We are the state that **invented the modern apprenticeship** and the **gas-powered tractor,** pioneered lifesaving **bone marrow transplant** technology, and perfected the **ice cream sundae.** Our passion for innovation continues to this day.

We nurture innovation through public-private partnerships that ensure that talent and technology come together to connect systems more efficiently, streamline product life cycles and apply machine learning to improve reliability. From **real-time data analytics** that inform predictive maintenance to automation designed to optimize human interaction, we are **driving progress in IIoT** solutions and we know what manufacturers need today so they can be ready for tomorrow.

In Wisconsin, we are at the epicenter of advanced manufacturing, both in operations and in smart product development. We are home to the global leader in manufacturing automation, Rockwell Automation—itself a model collaborator with academic partners in training the talent and developing the technologies of the future.

WISCONSIN'S LEADERS IN ADVANCED MANUFACTURING

Harley-Davidson · 3M · Kohler · Oshkosh · Milwaukee · Komatsu · Johnson Controls · ABB · Rockwell Automation · Ashley

#1 IN THE U.S.

for manufacturing employment per capita

Lightcast 2025 Q4 Dataset

HARNESSING THE POWER OF ARTIFICIAL INTELLIGENCE

97%

of Wisconsin employers are satisfied with technical college graduates' education.

Wisconsin Technical College System

As artificial intelligence (AI) transforms how manufacturers operate, Wisconsin has a network of support resources to help companies make the most of this new and rapidly changing technology.

Created in partnership with Green Bay-based TitletownTech, the **Microsoft AI Co-innovation Lab** at the University of Wisconsin-Milwaukee offers hands-on guidance and an environment for testing new technologies for business use, allowing companies to analyze changes to the production floor instantly in the virtual environment

The **Wisconsin Internet of Things (IoT) Council** brings together companies across disciplines including manufacturing, software, retail, and health care to share learning and insight about AI adoption in their respective industries.

In partnership with the University of Wisconsin-Stout Manufacturing Outreach Center and the Wisconsin Manufacturing Extension Partnership, the MKE Tech Hub Coalition created **Synapse**, a support network designed as a trusted navigator in companies' AI journey.

Through an approach it has labeled **AI 360**, UW-Stout is integrating AI literacy into all of its offerings, resulting in a workforce that is skilled in AI's applications and deployment.

The **Central Wisconsin AI Center** at Northcentral Technical College helps organizations assess, prepare for, and implement AI in practical and responsible ways. Like other members of the Wisconsin Technical College System, the college is highly integrated with employers, offering **customized AI trainings** built around companies' needs. The college's **associate degree in smart manufacturing technology** integrates AI as a learning support tool to strengthen student understanding, workplace readiness, and technical communication.

Besides providing the resources companies need to incorporate technological advances, Wisconsin offers fertile ground for startups to grow and scale with innovations that move the field forward. For example, Milwaukee-based **Renaissant** (a Wisconsin Investment Fund portfolio company) is developing AI-driven dock and yard automation for manufacturing facilities; New Berlin-based **Golgix** offers a turnkey AI software solution that allows manufactures to interpret and act on the data their automated production lines already produce to foreshadow interruptions, discover root causes, and provide actionable intelligence for key processes and equipment.

TITLETOWNTECH
UNIVERSITY of WISCONSIN UWMILWAUKEE
WI IOT COUNCIL
mke tech
CWAIC Central Wisconsin AI Center
Wisconsin MOC Manufacturing Outreach Center
WMEP MANUFACTURING SOLUTIONS

A WORKFORCE BUILT FOR MANUFACTURING

#1 IN THE U.S.

for employment concentration in:

- Fabricated metal products manufacturing
- Paper manufacturing
- Printing

Lightcast 2025 Q4 Dataset

Wisconsin pioneered industry-focused workforce development in the U.S. As the first state to develop a technical college system, we have 100+ years of experience in training our workforce to meet employers' needs and staying up to date with the ever-changing requirements of industry. Our investment in fabrication laboratories (fab labs) at the K-12 level—$5.5 million in state support over the past 10 years, with local districts investing additional matching funds—ensures that students receive hands-on experience solving real-world problems using science, technology, engineering, art, and math (STEAM) skills. **Ranking first in the U.S. for manufacturing jobs per capita**,[1] we offer you a skilled, experienced workforce that is ready to be productive starting on the day you open your doors.

HIGHER ED THAT'S HIGHLY INTEGRATED WITH EMPLOYERS

- Our state built the **Wisconsin Technical College System** to deliver on workforce skill needs, with employer relationships and involvement at the core of its mission. With nearly 294,000 students across 16 colleges and 52 campuses throughout the state,[2] Wisconsin's largest higher education system offers:
- A **solid focus on the STEM fundamentals** advanced manufacturing employers highly value
- **Customized training programs** created at employers' request—up and running in eight weeks or less
- **State-of-the-art facilities** containing the same equipment industry leaders use—or, in some cases, more advanced equipment than industry standards
- Advisory boards that proactively enlist **members from industry-leading companies** so the schools stay in touch with industry needs
- **In-depth relationships** with area companies—often spanning decades—that involve workforce training, use of college facilities, placement of new graduates with a given company, and more. Companies' input informs program and curriculum development and delivery.

Source: (1) Lightcast 2025 Q4 Dataset; (2) Business Facilities July/August 2025; (3) Wisconsin Technical College System

University of Wisconsin-Stout
Wisconsin's Polytechnic University

When students at the **University of Wisconsin-Stout** gain hands-on experience in the classroom, they are not just dealing with hypotheticals. The university purposely seeks out real-world problems students can solve for the benefit of local companies. As part of their required internships, students build equipment, develop new products, fine-tune business processes, and more.

ADVANCING KNOWLEDGE

Workforce Innovation Grants are providing

$128 MILLION

to 27 organizations across Wisconsin to address barriers to workforce participation such as:

- **Child care**
- **Transportation**
- **Housing**

With a total of 20 campuses, the **Universities of Wisconsin** provide world-class undergraduate and graduate education in many areas relevant to advanced manufacturing. Research and collaboration with industry support manufacturing in a variety of ways:

- Wisconsin has two Tier 1 research universities with strong engineering programs. **UW-Madison** ranks in the top 3% in the U.S. (and near the top of global rankings) for engineering research expenditures. Meanwhile, **UW-Milwaukee, with its College of Engineering and Applied Science,** ranks among the top 3% of research universities in the U.S.[1]
- The **UW-Madison College of Engineering** offers more than 68 degree and certificate programs led by award-winning faculty. In the western part of the state, **UW-Stout**'s degree programs in engineering and engineering technology create graduates who are highly sought after by industry employers. And in Wisconsin's southwest corner, **UW-Platteville** has been educating engineers for more than a century, earning a national reputation as a prestigious institution. **UW-Oshkosh** and **UW-Green Bay** also have emerging and promising engineering programs.
- The degree program in transportation and logistics management at **UW-Superior** is among the most distinctive and highly regarded programs of its kind in the U.S.
- Officially designated as **Wisconsin's Polytechnic University**, UW-Stout integrates applied learning to add a career readiness focus to the liberal arts education it offers. The campus has three times as many labs and studios as classrooms; all of its graduates take part in applied learning experiences, and 99.4% of graduates are employed or continuing their education within six months of graduating.

Wisconsin's private colleges and universities also offer programs relevant to advanced manufacturing:

- The **Milwaukee School of Engineering** delivers programs in 12 engineering disciplines across four departments; its undergraduate engineering program consistently ranks among the top in the nation. The school also hosts a Rapid Prototyping Center for additive manufacturing, as well as a supercomputer ("Rosie") that provides opportunities for students and industry partners to test **artificial intelligence and machine learning solutions**.
- **St. Norbert College** in northeast Wisconsin focuses on advanced manufacturing in its MBA and leadership programs and conducts ongoing research on Industry 4.0 technology adoption.

Source: (1) Carnegie Classifications of Institutions of Higher Education

In 2023, **Wisconsin received the National Science Foundation Innovation Award** for water and energy resilience in its manufacturing supply chain.

THE WORKFORCE YOU NEED

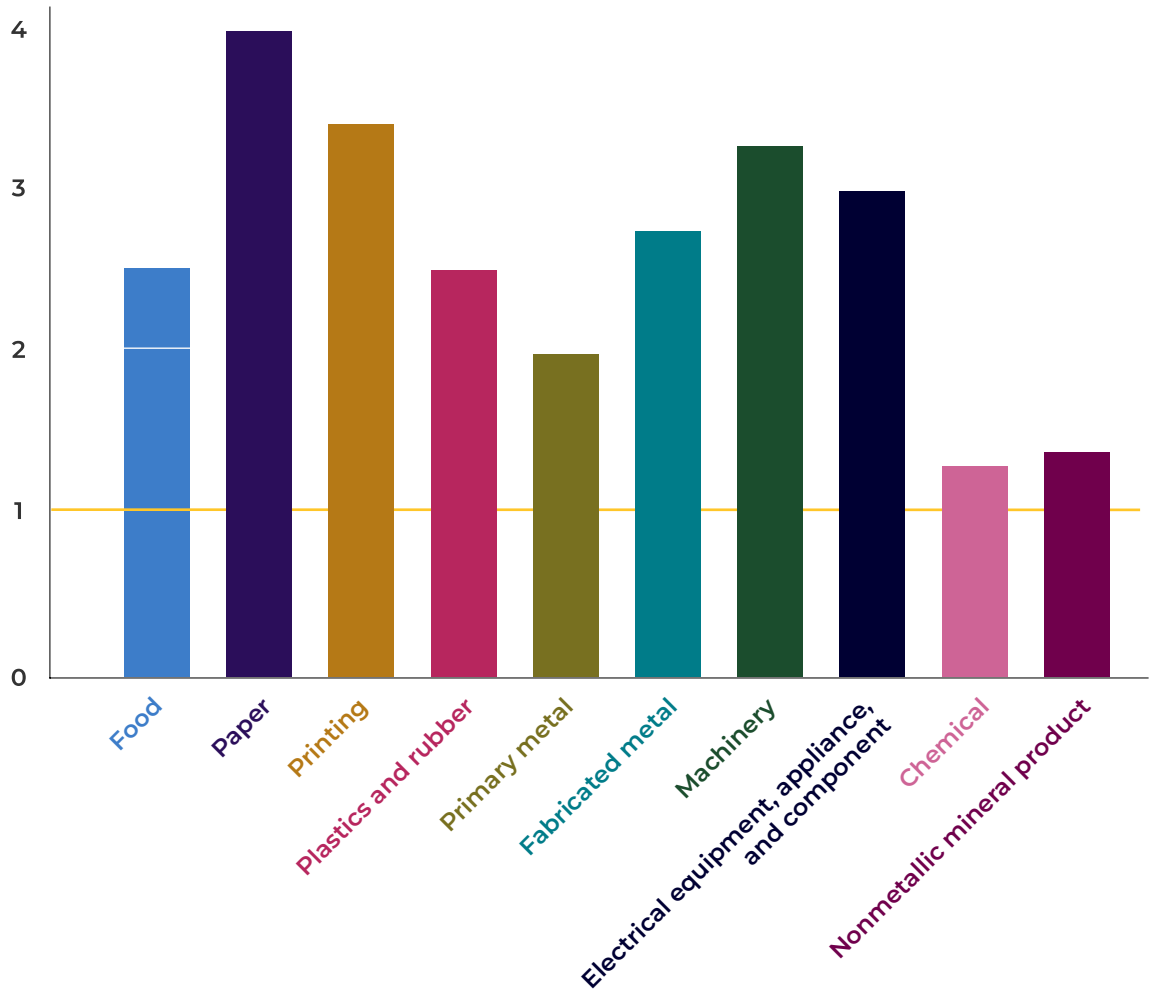
Access to a talent pool of

66,000+

engineering graduates per year
from across the Midwest, including
4,500+ from Wisconsin

U.S. NCES IPEDS

MANUFACTURING EMPLOYMENT CONCENTRATION



Lightcast 2025 Q4 Dataset

SUPPLY CHAIN

Wisconsin's high concentration of manufacturing across key industry sectors means companies that decide to locate here can get up and running quickly.

Wisconsin's manufacturing supply chain is:

RELIABLE & RESILIENT

Wisconsin is a leader in manufacturing and has been for **more than a century**. Our manufacturing capabilities are time-tested, and are also evolving as technology changes.

EFFICIENT & COMPETITIVE

Our **Transformational Productivity Initiative** (TPI), a program of the Wisconsin Manufacturing Extension Partnership Network, is a statewide public-private collaboration that improves the efficiency of participating companies by more than 30%. TPI helps manufacturers in Wisconsin do more through advancements that respond to market needs.

CONNECTED & INNOVATIVE

The University of Wisconsin-Milwaukee is home to the **Connected Systems Institute**, a center of excellence that develops manufacturing domain specialists. At the institute, industry collaborates with academia on research to support the development of advanced manufacturing processes in areas including IIoT, factory automation, and the implementation of Industry 4.0 solutions.

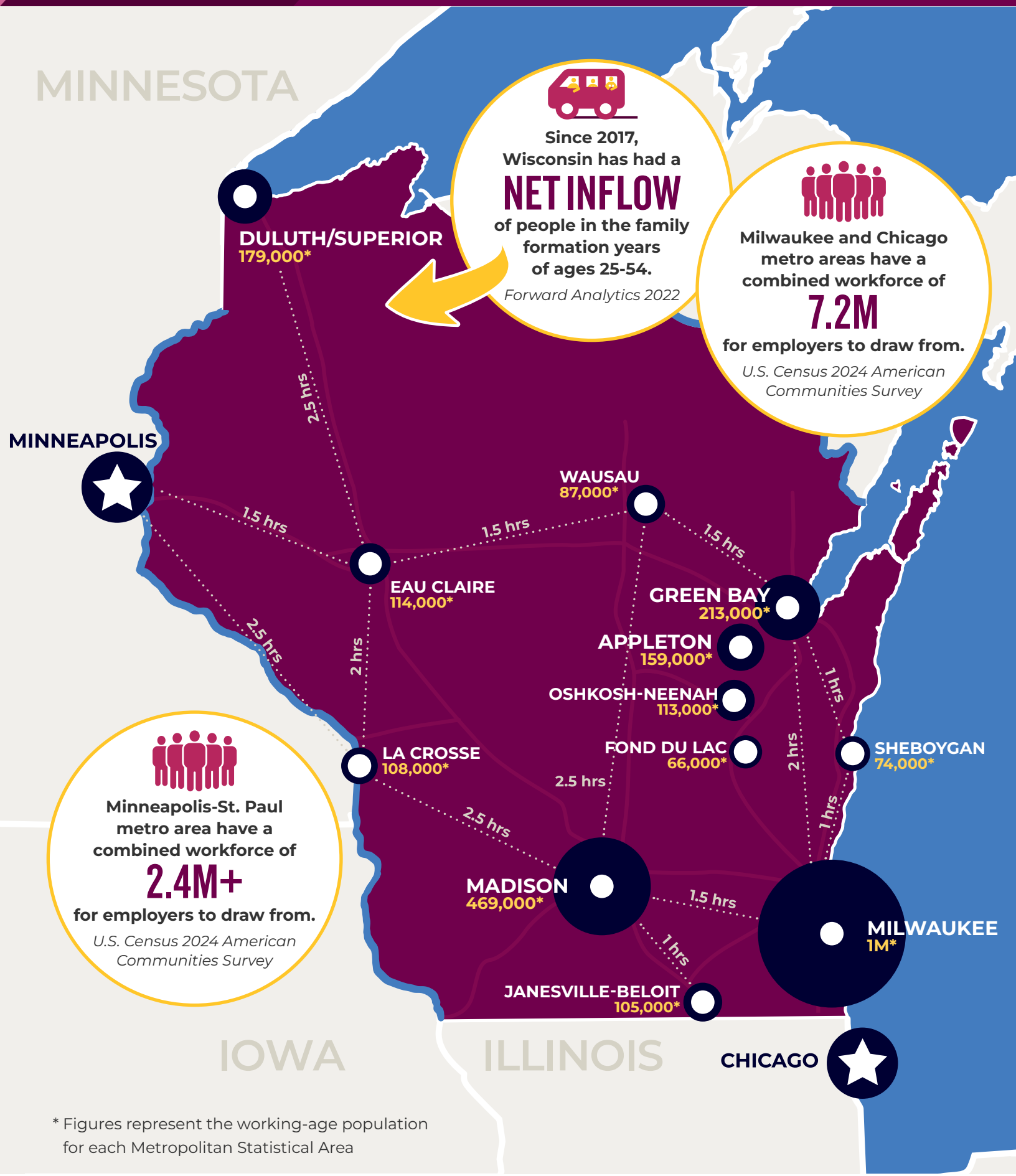
SUSTAINABLE & STRONG

Wisconsin's multifaceted approach to sustainability is unmatched in the U.S. Programs such as the **Profitable Sustainability Initiative, Focus on Energy, the Green Masters, Green Tier,** and **21st Century Pathways** provide right-sized sustainability approaches that save money, improve competitiveness, and reduce environmental impact.

Wisconsin provides the ideal business environment and all the necessary elements you need to grow your business: talent, technology, supply chain, location, and infrastructure.

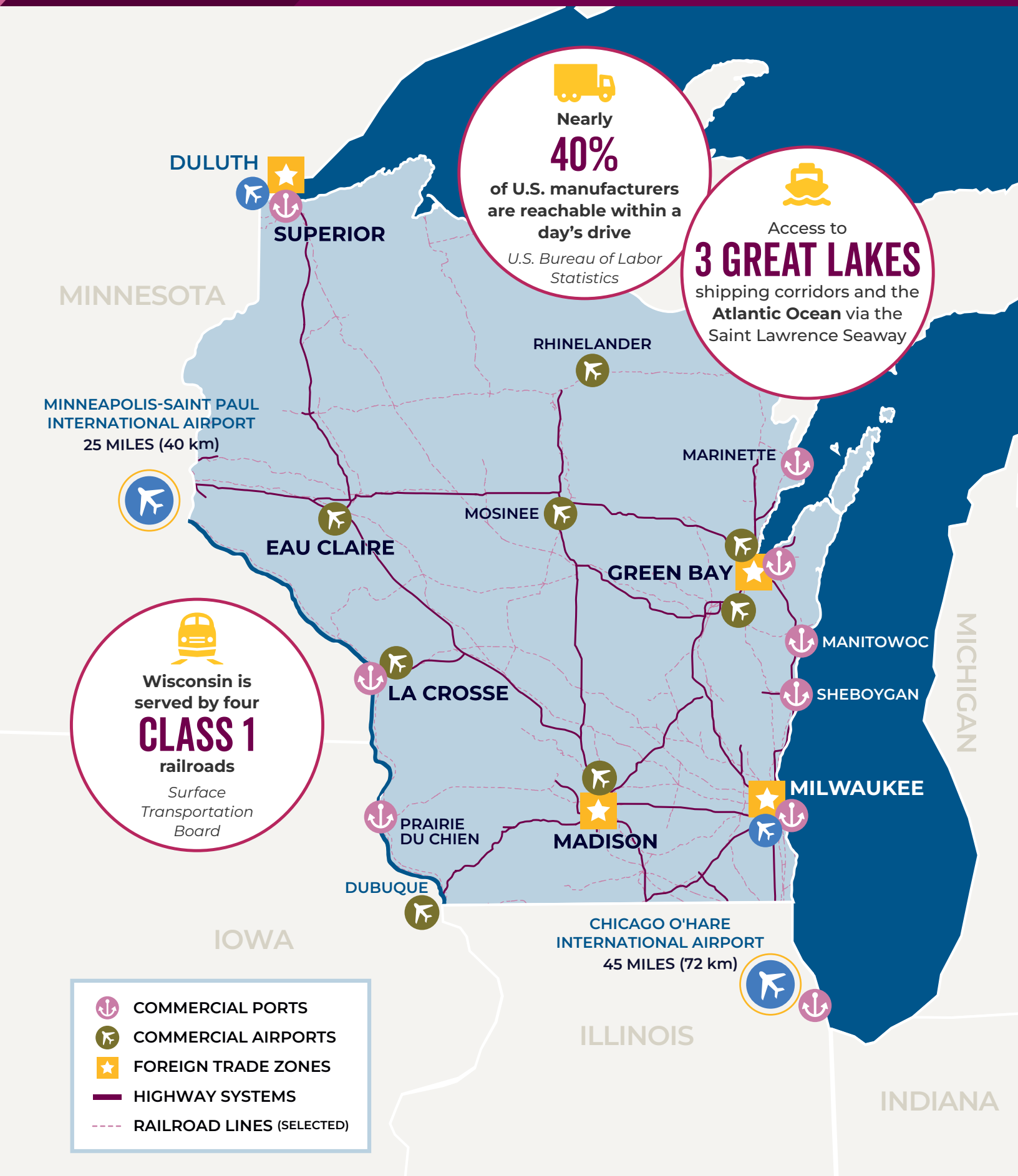
Visit wedc.org to learn more.

THE WORKFORCE YOU NEED



* Figures represent the working-age population for each Metropolitan Statistical Area

WELL CONNECTED AND CENTRALLY LOCATED



EASY ACCESS TO GET YOUR GOODS TO MARKET

Wisconsin isn't a single port economy—it has a distributed system across Lake Michigan and Lake Superior, offering access to three different Great Lakes shipping corridors and integration with Class I rail and interstate trucking, creating a multi-port Great Lakes logistics platform.

PORT OF MILWAUKEE:

Fifth-largest port in the Midwest and the only Lake Michigan port approved to serve the Mississippi River inland waterway system with direct barge access to the Illinois River; equipped to handle heavy machinery exports and bulk goods in liquid and solid form with storage available; includes a state-of-the-art agriculture maritime export facility

PORT OF GREEN BAY:

Provides the shortest and most direct route for shipments between the Midwest U.S. and the rest of the world—including overnight delivery; equipped to handle dry bulk commodities, liquids, and oversized cargo

PORT OF DULUTH-SUPERIOR:

The largest and busiest port of the Great Lakes, handling 35 million tons annually; connects to the U.S. East and Gulf coasts via the St. Lawrence Seaway and the Mississippi River, with rail connections to the West Coast

DISCOVER THE WISCONSIN ADVANTAGE

0.4% EFFECTIVE TAX RATE

on income from manufacturing activities

Wis. Stat. § 71.07(5n)

#4 BEST STATE

to live in

WalletHub, 2026

#1 IN THE U.S.

for manufacturing employment per capita

Lightcast 2025 Q4 Dataset

VERY LOW RISK

of natural disaster

WEDC analysis of FEMA data

EXCELLENT CREDIT RATING

and fully funded state pension plan, leading to **low risk of tax increases**

AA1 Moody's
AA Fitch Ratings

LOW TAX

low-regulation, business-welcoming environment

NEARLY 85%

of Wisconsin's borders are water

WEDC analysis using a Wisconsin Department of Natural Resources map

Wisconsin borders the Great Lakes, which together contain

1/5 OF THE WORLD'S FRESH WATER

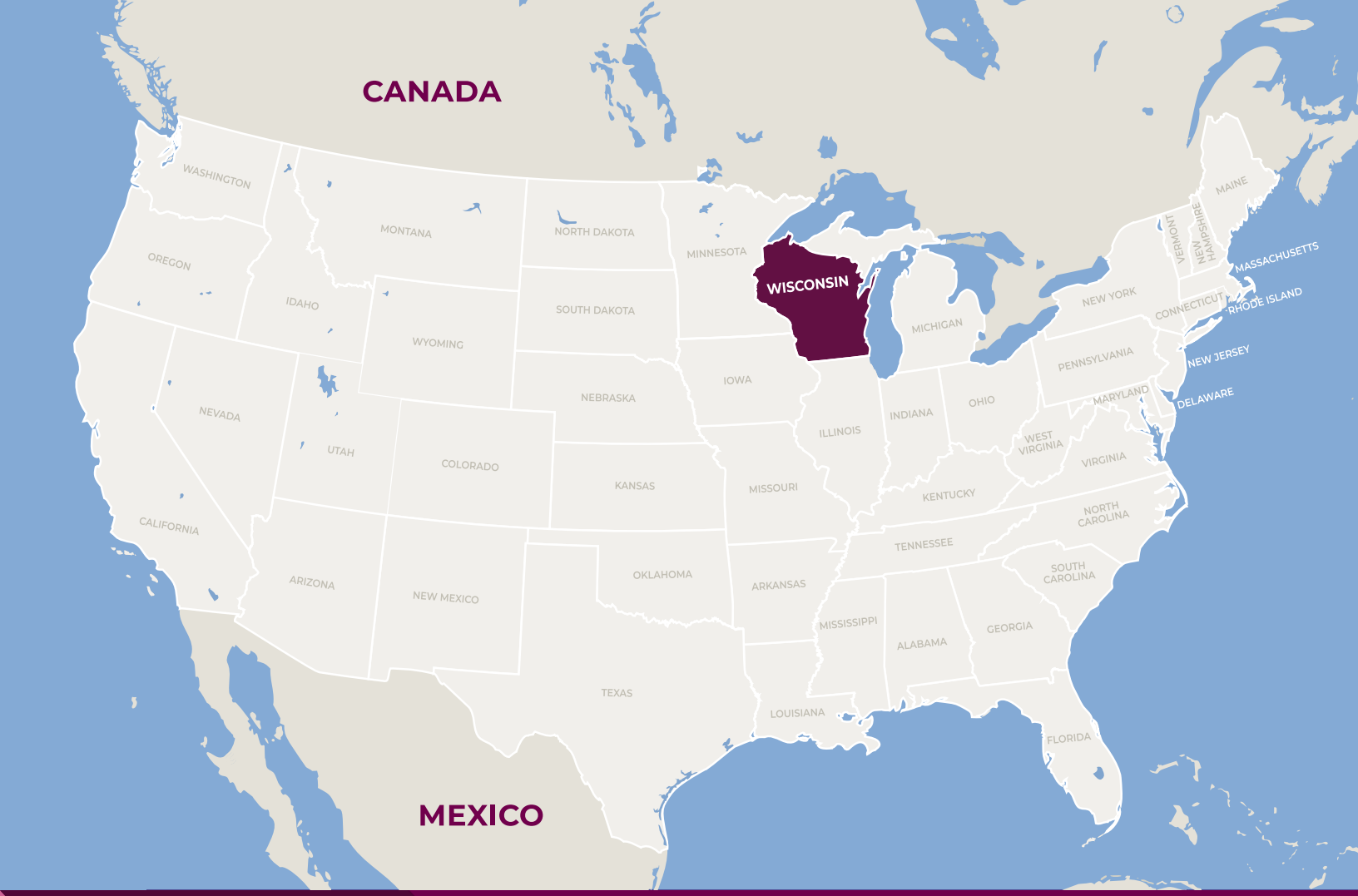
Wisconsin Water Facts, Wisconsin Water Library, UW-Madison

Wisconsin has an estimated

1.2 QUADRILLION GALLONS

of groundwater

Wisconsin Water Facts, Wisconsin Water Library, UW-Madison



DISCOVER THE WISCONSIN ADVANTAGE

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Visit wedc.org to learn more.

LOOK FORWARD

WISCONSIN ECONOMIC DEVELOPMENT