WISCONSIN & CANADA
Partners in security & prosperity

Photo: Clearpath Robotics

Advancing manufacturing innovation with robotics

Wisconsin's **Rockwell Automation** was already the world's largest company dedicated to industrial automation before their 2023 acquisition of Ontario-based **Clearpath Robotics Inc.** Now the firm has proven technology from Canada's largest robotics and automation cluster to bolster its development of autonomous mobile robots for industrial applications.

Clearpath enhances the OTTO Motors line of self-driving vehicles, increasing efficiency in warehouses and other industrial facilities and helping Rockwell continue to innovate with new tools to meet emerging industrial challenges. A top manufacturing company with customers in more than 100 countries, Rockwell is headquartered in Milwaukee and also operates out of multiple locations across Canada.

Rockwell's story shows how deep economic ties between the U.S. and Canada help deliver innovations to benefit local industry.

146 Canadian-owned companies employ 23,950 workers in Wisconsin

Wisconsin sells more goods to Canada (its #1 export market) than to its next four largest foreign markets combined

Wisconsin exports $7.5 billion in goods to Canada annually

Goods exports by industry

- Agriculture (15%)
- Chemicals (8%)
- Equipment & machinery (35%)
- Forest products (11%)
- Minerals & metals (8%)
- Plastics & rubbers (8%)
- Transportation (8%)
- Other (7%)

Wisconsin exports $777 million in services to Canada, including

Travel (including for education)	$285 million
Business services	$133 million
Insurance services	$111 million
Charges for the use of intellectual property	$106 million
Financial services	$60 million

Top Wisconsin goods exports to Canada

Plastics & plastic articles	$566 million
Paper & paperboard	$523 million
Electric motors & generators	$423 million
Beverages & alcohol	$231 million
Motor vehicle parts	$206 million
Engines & turbines	$188 million
Iron & steel tubes, pipes & sheets	$181 million
Optical, medical & precision instruments	$181 million
Heating, cooling & refrigeration equipment	$168 million
Books & printed material	$167 million

Photo: Taconite Drilling

A "critical minerals champion" for the Midwest

In 2025, the Wisconsin subsidiary of Toronto-based **GreenLight Metals** announced a new partnership with **Taconite Drilling LLC** to explore the Bend mineral deposit in Taylor County, believed to contain more than 4 million tons of gold and copper. The company will also explore for tellurium, a key ingredient in the production of solar panels. GreenLight has invested more than $8 million into the initial stages of their Wisconsin operation, which aims to cement their position as North America's "next critical minerals champion." This Canadian investment creates local jobs, and advances the critical minerals to grow North American manufacturing and competitiveness.

Ensuring energy security in Wisconsin

In 2021, Canadian oil and gas company **Cenovus Energy** invested in Wisconsin's only petroleum refinery, located in Superior. The modernized facility, which Cenovus rebuilt with local tradesmen, came back online in 2023. Using the crude oil it takes in from North Dakota and Western Canada, the facility produces a full slate of products including gasoline, diesel, shipping fuel and asphalt. With a 740 million-gallon annual production capacity, the facility employs 250 people, ensuring energy security for Wisconsin and the wider region. Cenovus operates the Duluth Marine Terminal, which serves as the Port of Duluth and Superior's only marine fueling station, and fuels $27 billion worth of marine cargo every year. This bolsters supply chain resilience for the materials that move through the Port. Cenovus also invests in the community; it supported the Superior Police Department by providing a new K-9 that performs search and rescue, and locates narcotics and illegal weapons. The company also sponsors local firefighters' refinery safety training programs.

Canadian investments and presence in Wisconsin benefit not only the economy, but local communities as well.

Wisconsin

imports $5.7 billion

in goods from Canada annually

Goods imports by industry

- Agriculture (16%)
- Chemicals (6%)
- Energy (7%)
- Equipment & machinery (15%)
- Forest products (21%)
- Minerals & metals (9%)
- Plastics & rubbers (10%)
- Transportation (7%)
- Other (9%)

Top Wisconsin goods imports from Canada

Plastics & plastic articles	$540 million
Paper & paperboard	$486 million
Wood pulp	$329 million
Wood & semi-finished wood products	$220 million
Natural gas & other gases	$180 million
Fuel oil	$179 million
Softwood lumber	$166 million
Aluminum & aluminum articles	$155 million
Iron & steel alloys & semi-finished products	$139 million
Automobiles	$120 million

May 2026

Sources: All figures are in U.S. dollars. Unless otherwise specified, all figures are based on 2025 data. ***U.S. Census Bureau****: goods trade, Canada's export ranking (2/2026 release).* ***Trade Partnership Worldwide****: 2024 services exports (2/2026 release).* ***Dun & Bradstreet****: Canadian-owned businesses operating in the U.S. (2/2026 release). Figures may not add up due to rounding. Produced by the Embassy of Canada in Washington, D.C.*

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