



The Milwaukee Region is an ideal location for business, ranking 4th among major United States metro areas in the number of corporate headquarters per capita. Affordable land and leasing costs, abundant natural resources, an educated workforce, low business costs and easy access to financing, technical assistance and efficient transportation help businesses succeed and grow in the region.

Strategically Located for Global Commerce

Milwaukee's location makes it an excellent trading center. Centrally positioned in the Great Lakes, the Milwaukee Region is located in the state of Wisconsin, on the western shore of Lake Michigan – connecting it to the nation's largest body of fresh water. One quarter of the United States population – 71 million people – live within one day's drive of Milwaukee.



CHOOSEMILWAUKEE



The Milwaukee 7 is a cooperative economic development initiative to grow, retain and attract business and talent in the seven county Milwaukee region, consisting of Kenosha, Racine, Milwaukee, Ozaukee, Walworth, Washington and Waukesha counties.

www.choosemilwaukee.com

866-596-6463



LEADING INDUSTRIES

Power, Automation & Controls
Food & Beverage Manufacturing
Information Technology

Water Technologies
Financial Services
Medical Technology & Biomedical

▶ A World-Class Economy

The Milwaukee Region is a vibrant center for commerce with a unified commitment to economic development, quality and innovation.

- The gross metropolitan product of the Milwaukee Region is \$76 billion, comparable to the economies of New Zealand, Hungary or Peru
- The region includes 2 million residents, 51,000 businesses and 1 million jobs
- Milwaukee is the nation's 22nd largest city with more than 600,000 residents
- The region has one of the highest college students-per-capita ratios in the U.S., with 21 colleges, universities and technical schools enrolling more than 100,000 students a year
- Academic research and development activities in the State of Wisconsin total more than \$1 billion

Milwaukee is located 90 minutes north of Chicago, the 3rd largest city in the United States. Together, the two cities form a larger region that includes 12 million residents, 100+ colleges and universities, and 3 international airports.

Many well-respected and globally recognized companies have put down roots in the Milwaukee Region. Eight Fortune 500 companies are headquartered here, and 29 more are based within 90 miles.

Fortune 500 Firms headquartered in the Milwaukee Region

Company	Industry
Fiserv	Data services
Harley-Davidson	Motorcycles
Johnson Controls	Batteries, controls
Kohl's	Department stores
Manpower	Temp. employment
Marshall & Ilsley Corp.	Commercial banks
Northwestern Mutual	Life insurance
Rockwell Automation	Industrial automation



▶ Leading Industries

Power, Automation & Controls

- Johnson Controls and Rockwell Automation, both Fortune 500 companies headquartered in the region, are major automation and control companies with nearly 6,000 employees total
- Other automation and control companies include Eaton, DRS, ABB and Magnetek
- Other major sectors include power transmission and transformers (Cooper Power and Waukesha Electric), and navigational instruments (Astronautics).

Food & Beverage Manufacturing

- There are more than 75 food manufacturing companies in the region, employing 14,700 people.
- Wisconsin overall is home to more than 1,000 food processing firms that employ 62,000 people and have combined gross annual revenues of \$10 billion.
- Nationally, Wisconsin ranks among the top ten agricultural states in the U.S.
- Top sectors and major employers include meat/sausage processors (Patrick Cudahy, Cargill Meat, Kenosha Beef, Klement Sausage), chocolate products (Nestle, ADM Cocoa), sauces and seasonings (Kikkoman, Wixon, Foran Spice) and beer (MillerCoors).

Information Technology

- There are more than 2,500 high-tech firms in the Milwaukee Region, employing more than 12,000 people.
- Milwaukee Region specializations in the sector include technology systems and services for the financial industry, and supply chain systems.
- Major area companies include Fiserv (a Fortune 500 company headquartered in the region), Fidelity National, and Thomson Reuters BETA Systems among financial industry technology providers, and RedPrairie, HK Systems and CDC Supply Chain, among supply chain system companies.

Water Technologies

- The Milwaukee Region's water industry is a \$10.5 billion market, supporting 20,000 jobs and accounting for 4% of the total world water business.
- More than 120 water-related companies locate operations in the region, including five of the 11 largest water firms in the world.
- The Great Lakes WATER Institute is the largest freshwater research facility on the Great Lakes.
- The UWM School of Freshwater Sciences, the centerpiece for the academic and research cluster in the Milwaukee Region, is the first of its kind in North America.
- Milwaukee is one of fourteen cities worldwide and only the second in the U.S. to be named to the United Nation's Global Compact Cities Programme, with Milwaukee focusing on improving water quality and sustainability.

Financial Services

- The financial services industry employs 50,600 people in the region, representing 5.1% of the total workforce.
- Northwestern Mutual, the world's largest provider of individual life insurance plans, manages more than \$136 billion in assets and employs 5,000 at campuses in Milwaukee and Franklin.
- Marshall & Ilsley Corp., one of the nation's 50 largest bank holding companies, is headquartered in the region; other top 50 banks with significant operations here include JPMorgan Chase, U.S. Bancorp., Wells Fargo and Associated Banc-Corp.
- The region also is home to Robert. W. Baird, a global private equity, research and financial services firm with offices in Germany, England, China and Hong Kong.

Medical Technology & Biomedical Research

- The Medical College of Wisconsin ranks as one of the top 100 academic research institutions in the United States with more than \$158 million in research and development expenditures in 2007.
- GE Healthcare employs 5,000 people in the region in its diagnostic and imaging equipment and clinical systems operations.
- Among larger metro areas, the Milwaukee area ranked as having among the highest employment specializations in two of four bioscience categories: chemicals & agricultural feedstock, and medical devices & equipment.