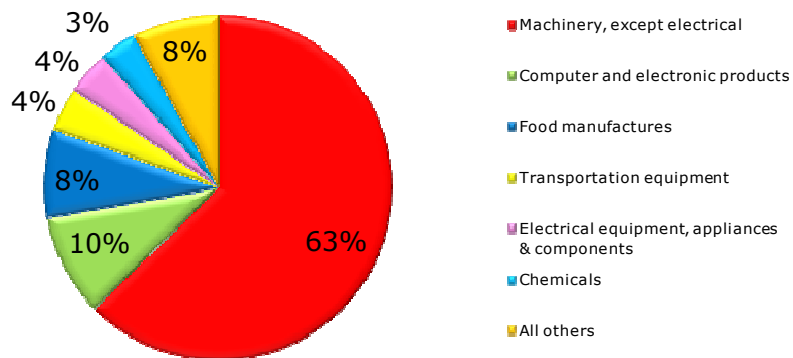


Wisconsin and the Russian Market

Top Merchandise Exports to Russia

Percent of Total Exports to Russia in January-September 2011



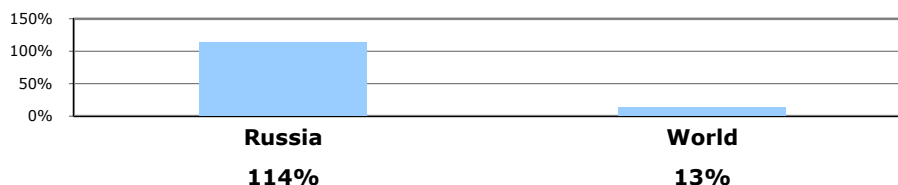
Exports to Russia in US\$ Thousands¹

Product	2007	2008	2009	2010
Total	136,524	166,047	151,434	99,149
Machinery, except electrical	85,450	112,064	106,623	43,975
Computer and electronic products	10,618	22,493	18,993	19,223
Food manufactures	6,006	11,409	4,860	10,817
Transportation equipment	9,479	6,200	810	4,411
Electrical equipment, appliances & components	10,066	3,183	8,383	2,784
Chemicals	4,618	2,713	3,220	6,827
All others	10,286	7,987	8,546	11,112

Jan-Sep 2010	Jan-Sep 2011	% Change 2010 YTD-2011 YTD
58,768	125,474	114%
25,910	78,657	204%
9,892	11,995	21%
8,508	10,263	21%
1,182	5,081	330%
1,775	5,061	185%
3,929	4,385	12%
7,571	10,034	33%

Wisconsin's exports to Russia are growing faster than the state's exports to the world

In January-September 2011, Wisconsin's exports to Russia grew by 114% over the same period in 2010, while its exports to the world grew only 13%



¹ Source for State Export Data: Office of Trade and Industry Information, Manufacturing and Services, International Trade Administration, U.S. Department of Commerce.
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Success Stories of Wisconsin Companies Active in the Russian Market



Briggs & Stratton, a manufacturer of small engines, lawnmowers and other machinery headquartered in Wauwatosa, Wisconsin, exported more than \$800,000 worth of engines and snow blowers to Russia in 2010.²



Case IH, the Racine-based agriculture equipment subsidiary of Case New Holland, supplies sprayers, windrowers, tractors and balers to Russian farmers.³ With the Russian government seeking to make Russia the world's top grain exporter in the coming years, Case New Holland's business director for Russia has stated that "the Russian marketplace has tremendous growth opportunities."⁴ In 2010, Case IH exported nearly \$440,000 worth of agricultural machinery to customers in Russia.⁵



As one of the most important mining markets in the world, Russia is a key market for **Caterpillar, Inc.**, which is the leading retailer in Russia of machines used for both onshore and offshore drilling, gas compression, production and well services.⁶ Caterpillar subsidiary **Bucyrus International, Inc.**, a Wisconsin-based mining equipment manufacturer, exports Wisconsin-made equipment parts to Russia from its Milwaukee facilities.⁷ In 2010, Bucyrus exported gears, screws and other machinery parts totaling more than \$473,000 to Russia.⁸



Harley-Davidson Motor Company has been selling motorcycles, parts and accessories to Russian motorcycle enthusiasts since 2005. With the growing Russian automotive market generating significant export opportunities for U.S. motor vehicle manufacturers, U.S. motorcycle exports to Russia in 2010 nearly doubled over their 2009 total.⁹



Milsco Manufacturing Company, a Milwaukee-based company that designs and produces seats for motorcycles, construction and agricultural equipment, and other machines, exported nearly \$876,000 worth of polymers, plastic packaging, and seat parts to Russia in 2010.¹⁰

Other Companies with a Presence in Wisconsin that Export to and/or Do Business with Russia

3M Company
Air Products and Chemicals, Inc.
Alcoa, Inc.
American Appraisal Inc.
Amsoil, Inc.
Archer Daniels Midland Company
Ashley Furniture
Association of Equipment Manufacturers
Bentley Systems, Incorporated
The Black & Decker Corporation
The Boeing Company
Cargill, Inc.
CH2M Hill
Chrysler, LLC
Cummins, Inc.
Deere & Company

Deloitte
Ernst & Young
European Touch
Feldmann Engineering & Mfg. Co.
Fiberspar
Flavor Consulting
General Electric Company
General Motors Company
Google
Gulfstream Aerospace Corporation
International Paper Company
Johnson Controls Inc.
Kerry Ingredients
Kimberly-Clark Corporation
Kohler Co.
KPMG International

Manpower Inc.
Medtronic, Inc.
Microsoft Corporation
MillerCoors
Oshkosh Corporation
PricewaterhouseCoopers
Procter & Gamble
Rexam
Rockwell Automation, Inc.
Russian Orphan Opportunity Fund
SC Johnson
Telsmith, Inc.
Transafe Logistics, LLC
TRW Automotive Inc.
United Technologies Corporation
Waukesha Electric Systems Inc.

² "Wisconsin," Trade Supports Jobs Website, U.S. Chamber of Commerce, <http://www.tradesupportsjobs.com/state/wisconsin>, (accessed December 6, 2011).

³ "Case IH Launches New Models at the Agrosalon Agricultural Show, Moscow," Case IH Press Release, November 19, 2008.

⁴ "Case New Holland: 'Growing Our Presence in This Market Is a Must,'" Modern Russia, November 4, 2010, <http://www.modernrussia.com/content/case-new-holland-%E2%80%9Cgrowing-our-presence-market-must%E2%80%9D>, (accessed November 30, 2010).

⁵ "Wisconsin," Trade Supports Jobs Website, U.S. Chamber of Commerce, <http://www.tradesupportsjobs.com/state/wisconsin>, (accessed December 6, 2011).

⁶ Pat Davis Szymczak, "Caterpillar Stakes Its Claim in Power Sales Through a Coordinated Dealer Network," *Oil & Gas Eurasia*, No. 6, June 2010.

⁷ "Wisconsin," Trade Supports Jobs Website, <http://www.tradesupportsjobs.com/state/wisconsin>, (accessed June 16, 2011).

⁸ "Wisconsin," Trade Supports Jobs Website, U.S. Chamber of Commerce, <http://www.tradesupportsjobs.com/state/wisconsin>, (accessed December 6, 2011).

⁹ U.S. International Trade Commission Interactive Tariff and Trade DataWeb, Total U.S. Exports to Russia and to All Countries (SITC-7851) 2006-2009 and Jan-Sep 2010, by FAS Value.

¹⁰ "Wisconsin," Trade Supports Jobs Website, U.S. Chamber of Commerce, <http://www.tradesupportsjobs.com/state/wisconsin>, (accessed December 6, 2011).