

# WISCONSIN: Leveling the Playing Field

*“We open up our markets from goods and services from overseas. They need to open up their markets. The best trade policy is to create a level playing field, because we can compete with anybody, anytime, anywhere, as long as the rules are fair.”*

*-- President George W. Bush  
Wisconsin Exposition Center, West Allis, Wisconsin*

**Trade Plays a Significant Role in Wisconsin’s Economy:** People from all over the world are buying Wisconsin’s products, which helps support Wisconsin’s economy and create jobs. And free and fair trade has led foreign companies to invest in Wisconsin and hire Wisconsin workers.

- ✓ Wisconsin exported \$11.5 billion in goods to 198 foreign markets in 2003.
- ✓ 7,013 Wisconsin companies exported goods in 2001. Of those, 84% were small and medium sized businesses.
- ✓ Nearly one-sixth (15.9%) of all manufacturing jobs in Wisconsin depend on exports.
- ✓ 660 foreign businesses employ 112,500 workers in Wisconsin, approximately 52% of which are in manufacturing.

**Wisconsin Benefits as President Bush Levels the Playing Field:** The Bush Administration has worked aggressively to level the playing field for Wisconsin’s manufacturers, farmers, and workers by opening new markets, removing barriers that hurt Wisconsin’s exporters, enforcing our trade laws and combating unfair trade practices, and promoting Wisconsin’s exports.

- **Opening New Markets for Wisconsin:** Wisconsin’s farmers, manufacturers and workers benefit from the Bush Administration’s free trade policy which is:
  - **Expanding the Chinese market for Wisconsin’s farmers.** After two years of working together, China issued final safety certificates for biotech soybeans, corn and canola assuring that China’s quick-growing multi-billion dollar market for these U.S. agricultural products will remain open to U.S. farmers.
  - **Opening the Chinese market for Wisconsin’s auto makers.** Following high-level discussions with the U.S., China significantly increased the number of vehicles Wisconsin and other U.S. automakers could sell to China and committed to significantly lower its tariffs on auto parts and autos by up to 75%, benefiting Wisconsin automakers and workers. Wisconsin exported \$1.06 billion in motor vehicles and motor vehicle parts to the world in 2003.
- **Removing Barriers that Hurt Wisconsin’s Exporters:** The Bush Administration’s aggressive actions to remove barriers for American exporters are helping Wisconsin’s manufacturers and workers by securing:

- **Duty free exports for Wisconsin's industrial manufacturers.** Wisconsin manufacturers of industrial machinery, machine tools and agricultural and construction equipment will no longer pay any tariffs on products sold in Australia, Morocco, Chile, Singapore, Bahrain, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and the Dominican Republic as a result of free trade agreements the Bush Administration signed with these countries.
  - **Duty-free exports for Wisconsin's information technology.** As a result of our free trade agreement negotiations, Wisconsin exporters of information technology, including semiconductors, will no longer pay for tariffs on goods sold in Australia, Morocco, Chile, Singapore, Bahrain, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and the Dominican Republic.
  - **Duty-free exports for Wisconsin's transportation equipment's manufacturers.** Wisconsin manufacturers of autos, auto parts, trucks and motorcycles, including many small and medium-sized businesses, will benefit from the elimination of tariffs on goods sold in Australia, Morocco, Chile, Singapore, Bahrain, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and the Dominican Republic.
  - **Duty-free exports for Wisconsin's food processors.** Producers of processed food in Wisconsin, including dairy and meat products, pay or can expect to pay no tariffs on products sold to Australia, Morocco, Chile, Singapore, Bahrain, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and the Dominican Republic.
- **Enforcing Trade Laws and Combating Unfair Trade Practices:** The Bush Administration's enforcement of trade laws and vigorous pursuit of allegations of unfair trade have produced real results for Wisconsin, including:
- **Leveling the playing field for Wisconsin's dairy industry.** The U.S. stopped Canada from exporting subsidized dairy products after winning a case at the World Trade Organization.
  - **Ensuring fair access to China for Wisconsin's semiconductors.** The U.S. brought the first WTO case against China to ensure fair tax treatment for U.S. semiconductors in China, the fastest growing semiconductor market. Within months, China agreed to our demands, ensuring that Wisconsin and other U.S. exporters had fair access to a market worth over \$2 billion to American manufacturers.
  - **Ensuring fair access to the European Union for Wisconsin's farming and biotech industries.** After the Administration brought a WTO case to end a European Union (EU) ban on the importation of new agriculture biotech products, the EU approved a biotech corn product. The Administration is continuing to pursue the case to ensure that the EU ban is lifted on all biotech products.
  - **Ensuring fair access to Brazil for Wisconsin's motorcycle manufacturers.** The Administration helped insure that a new rule did not prevent a Wisconsin motorcycle manufacturer from selling \$75 million of its existing inventory.

➤ **Promoting Wisconsin Exports:** The Administration actively works with Wisconsin businesses to promote exports by leveraging the benefits of our trade agreements. Some of our Wisconsin successes include:

- **Spancrete Machinery Corporation in Waukesha, WI**, is a manufacturer of equipment for the construction industry, and consistently utilizes Administration resources for assistance in developing their export strategy; as a result it made a successful export sale to Mexico in December 2003.
- **LIFE Corporation in Milwaukee, WI**, is a producer of highly specialized, portable Emergency Oxygen and CPR equipment now exports to over 10 countries from Canada to the Philippines, and attributes almost 50% of all sales to exports.