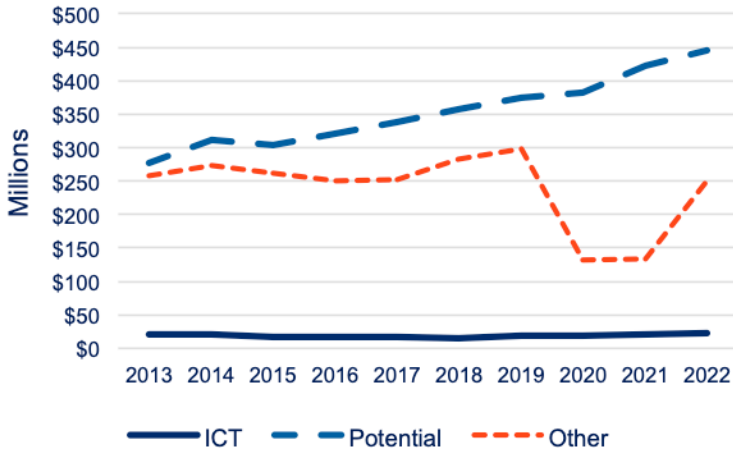




# Wisconsin's 8th and Digital Trade

WI-8 Services Exports, 2013-2022



ICT services exports were mostly flat around \$22 million from 2013 to 2022, supporting 55 direct and 40 indirect jobs in 2022.

Potentially ICT-enabled services exports grew from \$277 million to \$445 million (61%), supporting 1,220 direct and 806 indirect jobs in 2022.

Exports of other services grew from \$257 million in 2013 to \$299 million in 2019 (16%), before falling sharply due to Covid-19. They have not yet fully recovered.

**Wisconsin's 8th district's digitally tradeable services exports supported 1,274 direct and 846 indirect American jobs in 2022.**

Top Markets for Digitally Tradeable Services from WI-8, 2022 (\$M)

Country	ICT	Potential	Total
Europe	\$8.6	\$205	\$214
Asia & Pacific (ex. China)	\$5.3	\$93	\$98
Central & South America	\$3.3	\$67	\$70
North America	\$3.3	\$53	\$56
China	\$1.0	\$16	\$16
Middle East & Africa	\$0.5	\$11	\$12

Europe was Wisconsin's 8th district's top market for digitally tradeable services, followed by Asia & Pacific (ex. China).

Wisconsin's 8th district's exports of potentially ICT-enabled services to Switzerland grew from \$20 million in 2013 to \$38 million (+93%) in 2022.

The "Digital Dozen" accounted for \$209 million out of Wisconsin's 8th district's \$467 million in exports of digitally tradeable services in 2022.

Top Digitally Tradeable Services Exports from WI-8, 2022 (\$M)

Type (ICT in bold)	Total
<b>Insurance Services</b>	\$149
Royalties from Industrial Processes	\$76
Payments for Trademarks	\$39
Implicit Financial Services	\$33
Business Management and Consulting Services	\$29
Other	\$140

Computer software services are the top ICT services export, growing from \$3.7 million in 2013 to \$13 million in 2022 (262%).

Insurance services are Wisconsin's 8th district's top potentially ICT-enabled services export, growing from \$105 million in 2013 to \$149 million in 2022 (43%).