

ASEAN MATTERS FOR AMERICA MATTERS FOR ASEAN

Wisconsin and ASEAN

EXPORTS

\$1.9 B

Total exports to ASEAN

\$1.5 B

Goods exports to ASEAN

\$385 M

Services exports to ASEAN



5%

of state exports globally go to ASEAN

21%

which is
of state exports to the Indo-Pacific

INVESTMENT

\$21 M

Invested by ASEAN greenfield projects since 2003

203

Jobs created by ASEAN greenfield projects since 2003

EXCHANGES AND CONNECTIONS



2

Sister partnerships with ASEAN



1

University with a Southeast Asia Studies Program



2

Majority owned enterprises from ASEAN countries

SOURCES: Exports, Jobs, Travel and Tourism: Estimated by the Trade Partnership (Washington, DC), 2022 data; Students: Institute of International Education (IIE), 2022/23 academic year data; Investment: fDi Intelligence (2003–2023); ASEAN Americans: US Census Bureau, American Community Survey, 2015-year Asian Alone or in Any Combination estimates; Exchanges and Connections: Uniworld Business Publications (accessed January 2024, data not available for Brunei, Laos, and Myanmar) and East-West Center research.

ASEAN Matters for America/America Matters for ASEAN is an interactive resource for credible nonpartisan information, graphics, analysis, and news on US-ASEAN relations at the national, state, and local levels. **ASEAN Matters for America** is a part of the **Asia Matters for America** initiative of the East-West Center.

JOBS FROM EXPORTS

9,493

Total jobs supported by state exports to ASEAN

5,127

Jobs directly supported by state exports to ASEAN

4,366

Jobs indirectly supported by state exports to ASEAN

EDUCATION



790

International students from ASEAN



5.8%

of all international students are from ASEAN



\$28 M

ASEAN student spending

ASEAN AMERICANS

105,961

ASEAN Americans

Burmese 6,077

Cambodian 1,657

Filipino 20,744

Hmong 57,403

Indonesian 1,106

Laotian 5,572

Malaysian 1,008

Thai 3,288

Vietnamese 9,106

% of Population

1.8%

% of Asian American Population

49.8%

TRAVEL AND TOURISM

\$52 M

ASEAN visitor spending



For definition of the Indo-Pacific (39 countries) and other methodology visit: asiamattersforamerica.org/sources-and-methodology

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