NEW JERSEY INTERNATIONAL TRADE & INVESTMENT
At a glance

New Jersey is one of the most globally integrated states of the U.S., with over 20,000 exporters trading with more than 200 countries and ranking among the top states for international trade and foreign direct investment inflows. New Jersey also has the third most diverse population in the U.S., 23 percent of which is foreign-born.

Top Sources of Greenfield Investment in New Jersey (2014-2018)

- **#1 China**: China Overseas Land & Investment, $218.1M, 247 jobs
- **#2 India**: Aurobindo Pharma USA, $338.7M, 450 jobs
- **#3 Japan**: Rockefeller Group Int., $294.5M, 347 jobs
- **#4 United Kingdom**: Mallinckrodt, $80M, 382 jobs
- **#5 Germany**: Linde, $128.3M, 47 jobs
- **#6 France**: Body Shop, $63.8M, 144 jobs

New Jersey top trading partners (2018, $B)

- **China**: Export $15,400, Import $20,200
- **Canada**: Export $13,000, Import $17,900
- **Germany**: Export $11,100, Import $15,500
- **India**: Export $8,000, Import $11,700
- **Italy**: Export $7,200, Import $11,600
- **Mexico**: Export $7,000, Import $10,200
- **UK**: Export $6,900, Import $9,800
- **Switzerland**: Export $6,900, Import $10,000
- **Netherlands**: Export $5,800, Import $8,600
- **France**: Export $5,800, Import $8,500

New Jersey jobs in foreign-owned companies by top countries
(Number of employees by country of ultimate beneficial owner, 2016)

- **UK**: 46,400
- **France**: 45,500
- **Switzerland**: 31,000
- **Canada**: 27,100
- **Japan**: 26,100
- **Germany**: 25,000

Sources: U.S. Census Bureau-USA Trade Online, Bureau of Economic Analysis, fDi Markets - fDi Intelligence, Financial Times Ltd.
OFFICE OF INTERNATIONAL TRADE AND INVESTMENT

The Office of International Trade and Investment (OITI) of the New Jersey Economic Development Authority is the lead international business development office in the government committed to promoting the Garden State as a premier business and investment destination. OITI works with government and private-sector partners to foster innovation and sustainable job growth by widening New Jersey’s global reach and supporting international trade and investment.

Key activities

• Attraction of Foreign Direct Investment (FDI) into New Jersey in strategic sectors
• Liaison to the international diplomatic and business community in the greater New Jersey/New York region
• Coordination of Governor-led international business missions

The New Jersey Economic Development Authority

The New Jersey Economic Development Authority (NJEDA) serves as the State’s principal agency for driving economic growth. The NJEDA is committed to making New Jersey a national model for inclusive and sustainable economic development by focusing on key strategies to help build strong and dynamic communities, create good jobs for New Jersey residents, and provide pathways to a stronger and fairer economy. Through partnerships with a diverse range of stakeholders, the NJEDA creates and implements initiatives to enhance the economic vitality and quality of life in the State and strengthen New Jersey’s long-term economic competitiveness.

Governor Murphy’s Economic Plan: the State of Innovation

The Governor’s economic plan for a stronger and fairer New Jersey aims to reclaim the State’s place at the forefront of innovation. It recognizes that strengthening international trade and investment efforts and attracting foreign direct investment is vital to New Jersey’s global competitiveness.

Priority sectors for FDI attraction:

- Information & High Tech
- Clean Energy
- Advanced Transportation & Logistics
- Food & Beverage
- Life Sciences
- Advanced Manufacturing
- Finance & Insurance
- Film & Digital Media

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