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Foxconn puts America first with \$10 billion Wisconsin facility

Domestic demand for displays is huge, but company coy on future US investments

DEBBY WU, Nikkei staff writer

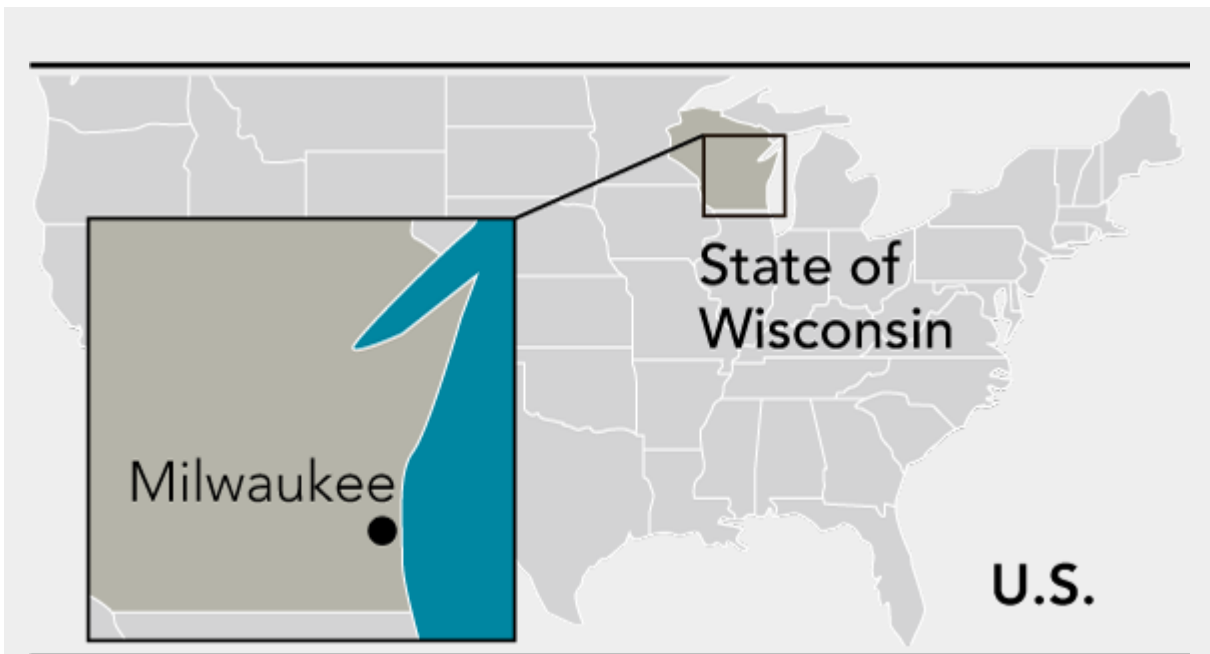


Terry Gou, chairman of iPhone manufacturer Foxconn, negotiated with U.S. President Donald Trump and other officials to bring a plant to Wisconsin. © Reuters

MILWAUKEE, U.S. In what is set to be the largest green-field investment by a foreign company in U.S. history, Taiwanese contract electronics manufacturer [Hon Hai Precision Industry](#), also known as Foxconn Technology Group, will spend \$10 billion on building a liquid crystal display panel plant in the state of Wisconsin.

The investment will employ over 3,000 people and eventually help create 13,000 jobs, announced U.S. President Donald Trump alongside Foxconn Chairman Terry Gou on July 26.

Sources say that the Wisconsin facility will churn out large TV panels, rather than screens for smartphones.



Gou was optimistic about the demand for the advanced display panels that will be made at the facility, saying they can be used in a wide range of fields, including health care, medical treatment, sports and entertainment.

"The [capacity] of the facility we will build will not be able to meet [the] demand of the U.S. market at all," Gou told a small number of journalists on July 27, adding that he decided to invest in America for its large market size.

BRINGING BACK JOBS The Nikkei Asian Review first reported last November that Foxconn had been studying the possibility of moving iPhone production to the U.S. at the request of Apple -- one of the company's principal customers.

It is not immediately clear whether the Wisconsin facility will produce anything for Apple, or whether the facility is connected to the U.S. tech giant's plan to build three plants in the country, as Trump claimed in a recent Wall Street Journal interview.

Some see Foxconn's U.S. investment as a result of Trump's push to bring manufacturing jobs back to the country, especially in the Rust Belt area, which has lost tens of thousands of jobs to automation and outsourcing.

The tycoon added that along with the LCD panel facility, he is trying to create a comprehensive "ecosystem" in the country. Previously, Gou had said that he wants to establish a complete supply chain for the U.S. panel industry.

But Gou did not answer a question about whether Foxconn will invest additional money on top of the \$10 billion. He said during the annual shareholders meeting in June that the company could possibly invest more in the U.S.