



THE WATER COUNCIL

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The Water Council Expands Global Reach

New European office solidifies the organization's commitment to an increased level of engagement throughout the continent

Milwaukee, Wis. – March 1, 2018 – The Water Council (TWC) has hired international trade and foreign direct investment (FDI) consultant, Beverley Ferrara, to lead its European outreach. Based in Belfast, Ireland, Ms. Ferrara will assist in the organization's ongoing European efforts to provide consistent and responsive engagement with existing and potential partners, and will nurture a pipeline of water tech companies with the potential to establish U.S. operations.

Prior to her role as European representative for TWC, Ms. Ferrara was director of expansion and corporate relocation with the Milwaukee 7 where she helped market the region as an investment location to businesses around the globe. While there, she supported TWC by identifying potential investors, planning tailored site visits for prospective water tech companies and attending water tech trade shows in Europe and the U.S.

"Adding Beverley to our team was a natural fit and an easy decision," said Dean Amhaus, president and CEO of The Water Council. "Our history with Beverley, combined with her experience and knowledge of the European market is exactly what we were looking for as we increase our global presence. She will be our 'feet-on-the-ground' in Europe as we continue building valuable relationships in that region of the world."

Milwaukee's anticipation of the world's water needs has put it at the forefront of technology and numerous water-tech innovators from around the world have identified the region as the 'go to' location because of the powerful eco-system being fostered by TWC. The organization has already established collaborations with entities in the Netherlands, France and Germany. "The challenge is to further cultivate and expand those partnerships and build connections between Milwaukee's water tech specialists and potential partners, customers and investors from Europe—exactly why Beverley's role in Europe is so crucial," added Amhaus.

"I strongly believe in the work of The Water Council as an agent for global change," said Ms. Ferrara. "I've seen first-hand that the 'soft landing' offered by the Global Water Center, combined with the knowledge, support and resources provided, makes it a highly attractive proposition for companies entering the U.S. market."

Last October, TWC participated in the European Union Water Management Study Tour where public and private sectors from the global water industry met to discuss their

expertise on best practices and to learn about cutting-edge solutions to water issues throughout Europe.

“It was clear the region is hungry for innovative solutions and approaches that The Water Council can address through various members, partnerships and affiliations we have,” said Amhaus. “In addition, the tour provided us with a valuable and personal approach to gaining a better understanding of water advancements in Europe. Beverley’s location in Ireland will provide direct access and face-to-face engagement with leaders in the area that will have lasting benefits to the water industry in the state of Wisconsin.”

The addition of Ms. Ferrara to The Water Council team came following a subgrant in late 2017 of \$100,000 over three years from the University of Wisconsin-Oshkosh. The grant to UW-Oshkosh was provided by the Wisconsin Economic Development Corporation (WEDC) to help non-profits attract foreign investment in the state and hire international trade consultants in targeted industries, including bioscience, manufacturing, aviation and water technology.

“Thanks in large part to the efforts of The Water Council, Wisconsin has become a global leader in water technology, and our state’s efforts in this industry are receiving international recognition,” said Tricia Braun, deputy secretary and COO of WEDC, and a member of The Water Council Board of Directors. “Beverley’s new role will increase awareness throughout Europe that the innovations taking place at Wisconsin’s 200-plus water technology companies can help other countries find solutions to their water challenges.”

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About The Water Council

Headquartered in the Global Water Center in Milwaukee, Wisconsin, next to the world’s largest freshwater system, The Water Council is a non-profit organization that drives economic, technology and talent development to support the global water industry. As the leading U.S. cluster, and one of the most powerful water technology hubs in the world, the organization convenes global water leaders and supports more than 190 members from small and mid-sized businesses and large global corporations to engineers, entrepreneurs, utilities, government agencies, education programs and non-profits, with valuable services, programming and networking opportunities. Established as a 501(c)(3) in 2009, the driving force behind its success is the vibrant spirit of collaboration between public, private and academic sectors with a strong, shared commitment to finding innovative solutions to critical global water challenges. For more information, visit www.thewatercouncil.com.