



By Invitation Only

Experience Milwaukee's Water Tech Ecosystem

25 – 27 September 2019

Take advantage of WEFTEC to experience an in-depth visit to Milwaukee, Wisconsin, the freshwater capital of the United States and home to one of the world's most connected clusters. The Water Council is hosting an exclusive program of tours, interactive roundtables, and business meetings with water industry leaders and technological subject matter experts for two days of collaboration, dialogue and networking. If you're looking for customers, distributors, JV partners or establishing a presence in the U.S, this event is a must! See below for details.

WEDNESDAY, SEPTEMBER 25, 2019

3:00 PM **Coach departs McCormick Place for Milwaukee**

5:00 PM **Hotel Check In** | *TWC is arranging a special hotel rate – details available with online registration.*

6:30 – 8:00 PM **Welcome & Dinner**

Hosted by WEDC and The Water Council

THURSDAY, SEPTEMBER 26, 2019

8:00 AM **Pick up from Hotel**

8:30 AM **Welcome | Dean Amhaus, The Water Council**

Activities and Opportunities in WI water tech cluster

9:30 – 10:15 AM **Tour Global Water Center & Oasis**

10:30 – 2:45 PM **STRATEGIC ROUND TABLES and LUNCH**

Framed by a regional presentation by M7 and hosted by industry leaders, this is a valuable opportunity for delegates to share ideas, ask questions and network with others focused on the

same issue. Roundtable topics include:

UTILITIES | MEET THE MANAGERS

Discussion of the utility landscape: challenges and opportunities

ENGINEERING | SYSTEM INTEGRATORS

Introducing new technologies; supporting and encouraging innovation

CIMBRIA CONSULTING | MICHAEL BEST

U.S market entry | Growth strategies | Legal Landscape

WEDC | Milwaukee 7 (M7)

U.S market entry | Practical Sources of Support

THE WATER COUNCIL

Low risk market entry | Finding Partners | Soft Landing Support

ALLIANCE FOR WATER STEWARDSHIP

Industrial Users | Trends and Opportunities

**UNIVERSITY PARTNERS; University of Wisconsin Milwaukee,
Milwaukee School of Engineering, Marquette University**

Spurring and Supporting Innovation

3:15 – 5:00 PM

Milwaukee Metropolitan Sewage District Tour

Utility and Pilots

5:15 – 6:30 PM

The Water Council Member Meet & Greet at the Global Water Center

6:45 – 8:00 PM

Dinner

FRIDAY, SEPTEMBER 27, 2019

8:30 – 10:30 AM

Tour School of Freshwater Sciences -or-

A. O. Smith Center for Technology Commercialization

11:00 – 1:00 PM

Wrap Up and Lunch - US Bank Building

Overseas Membership | Success story – Beverley Ferrara

Regional Advantage – Jim Paetsch

Doing business in Wisconsin – Katy Sinnott, WEDC

1:00 PM

Coach Departs to O'Hare