

# The Hub of Water Technology Innovation in the U.S.



WATER  
CENTRIC  
COMMUNITY  
MILWAUKEE

Milwaukee, Wisconsin

# MILWAUKEE'S COMPETITIVE ADVANTAGE

**History.** Water was key to Milwaukee's booming industrial successes in brewing and tanning over 100 years ago, and remains our most vibrant industry cluster today.

**Cluster expertise.** The Milwaukee Water Technology Cluster is the only one in the United States to deal with the entire water cycle from collections, to treatment, to distribution and re-use. Water-related instruments and equipment, such as fixtures, valves, controls, sensors, meters, and heaters, as well as services such as purification, sewage and treatment, pumping, delivery and conservation.

## **Dedicated Water Tech District**

6.9 hectares for mixed-use, urban office and research space in the heart of the nation's most densely populated water tech cluster

## **Private Sector & Academic Leadership**

Home to the only Global Water Center and School of Freshwater Sciences in the U.S.

## **Advance Innovation**

Connecting and advancing water technology innovators through Tech Challenges, Pilots and Accelerators

## **Diverse Talent**

A dynamic pool of multicultural professionals



- 230+ water technology companies, employing 23,000 & \$15.7 billion in sales
- 75-minute drive to Chicago's O'Hare International Airport
- Within a day's drive of one-third of the U.S. population

“Milwaukee's water technology hub represents one of the national models for identification and implementation of a cluster initiative. What really stands out to me is that it positions the region at the center of solving a critical global challenge, provides Milwaukee with a new and compelling foothold in a fast changing economy, and represents a highly collaborative economic development effort that is industry driven, university fueled and government funded.”

– Brad McDearman, Brookings Institute, Metropolitan Policy Program

# THE WATER COUNCIL

Headquartered in Milwaukee, Wisconsin, USA next to the world's largest freshwater system and home to one of the most influential freshwater technology hubs in the world, The Water Council (TWC) is recognized as a global center for advancing water technologies and stewardship.

While TWC's mission is centered on driving economic development, attracting and connecting world-class talent and supporting water-focused technology innovation, its larger goal is to help secure freshwater resources for the world by driving solutions to the numerous industries that need and use a large amount of water.

## Overseas members receive access to:

- Robust industry network of leaders
- Soft landing facilities at the Global Water Center
- Research and collaboration assistance
- Product and technology validation
- Member logo—a mark of quality and visibility

“ We're plugging into an influential and well-established industry network, helping us make better informed decisions as we grow our client base in the U.S. ”

– Paul Hatten, CEO, BioGill® Australia



# 30 PARTNERS

ACROSS 13 COUNTRIES AND GROWING



Badger Meter



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