



THE WATER COUNCIL

## For Immediate Release

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### **Water Tech Events to Draw International Audience to Milwaukee**

*13 countries represented in events hosted by The Water Council*

Milwaukee will prove its status as a World Water Hub once again in early October as more than 40 water technology professionals, economic development specialists and government officials representing 13 countries visit the city for events hosted by The Water Council.

From Oct. 4 to 6, The Water Council (TWC) will host water technology companies and peer organizations from Denmark, Spain, Finland, France, the United Kingdom, Ireland and the Netherlands, plus companies from Brazil and Canada, for a business development event. By engaging with leaders from Milwaukee's water technology cluster, participants will learn about the work of The Water Council, the advantages of doing business in Wisconsin and how to grow in the U.S. market.

The delegation will include five of TWC's European peer organizations, including a new potential partner, and 21 companies from the E.U. Each of these companies represents a potential foreign direct investment opportunity and ties into TWC's work with the Wisconsin Economic Development Corporation (WEDC) to bring water technology business to Wisconsin. For example, a French company will be locating a team member in Milwaukee starting that week for an initial period of 18 months as it begins developing business opportunities in the U.S.

Several local TWC members and partners will participate in the event as panelists and speakers. Rite Hite is generously hosting the Oct. 5 activities at its new headquarters directly across from the Global Water Center, and WEDC is sponsoring the event.

TWC is also supporting "reverse trade missions" from Egypt, Algeria, Morocco and Jordan on Oct. 4-6 and 9-10 in Milwaukee through the U.S. Trade & Development Agency (USTDA). Representatives from these countries are seeking water and wastewater solutions from U.S. companies to address water challenges in the Middle East. TWC is connecting USTDA with member companies to broker meetings for the delegations and hosting meetings at the Global Water Center.

The 13 countries represented through these events are believed to be the highest number of foreign delegations visiting The Water Council at one time since its founding in 2009.

"We are thrilled to host so many visitors from around the globe and show them why Milwaukee is the 'freshwater capital of the world,'" said Dean Amhaus, The Water Council president and CEO. "We are confident the events will lead to enhanced international cooperation in the water sector and economic development in Milwaukee."

**Reporters are welcome to join the business development event at Rite Hite on Thursday, Oct. 5, to meet some of the visitors and learn why they are interested in Milwaukee. Please [contact Stacy Vogel Davis](#) if you'd like to attend.**

### **About The Water Council**

*[The Water Council](#) (TWC) is a global hub dedicated to solving critical water challenges by driving innovation in freshwater technology and advancing water stewardship. Built on more than a century of innovation, TWC has coalesced one of the most concentrated and mature water technology clusters in the world from its headquarters at the Global Water Center in Milwaukee, Wisconsin, USA. Recognizing the need for smarter and more sustainable use of water worldwide, TWC also promotes water stewardship as a natural complement to water innovation in the effort to preserve freshwater resources in the Midwest and around the world. Today, The Water Council has established itself as a global leader in the water industry and one of America's premier economic development clusters as recognized by government agencies, [Brookings](#) and the [Harvard Business School](#).*

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