



# WATER TECHNOLOGY EXCELLENCE

Wisconsin companies are making the solutions  
to monitor, meter, measure, manage, and more.

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WISCONSIN IS HOME TO THE WATER COUNCIL, A GLOBAL  
WATER HUB WITH **6 INTERNATIONAL PARTNERSHIPS** AND  
**MORE THAN 30 GLOBAL COLLABORATIONS**



**250+**

companies in water  
technology

**INCLUDING**



**11**

global or national  
headquarters for water  
technology businesses

**WITH**



**\$60 MILLION**

in annual revenue each



Home to the NSF-funded

**WATER  
EQUIPMENT &  
POLICY CENTER**

(one of only two such water-focused  
research centers in the U.S.)



Wisconsin is a

**NATIONAL CENTER  
OF EXCELLENCE  
FOR WASTEWATER  
SURVEILLANCE**

(one of only four such  
centers in the nation)



UW-Milwaukee's

**SCHOOL OF  
FRESHWATER  
SCIENCES**

is the only graduate school in the  
U.S. solely dedicated to the study  
of fresh water and the largest  
water-focused academic research  
institution on the Great Lakes



**NEARLY 85%**

of Wisconsin's borders  
are water

**1/5**

**OF THE WORLD'S  
FRESH WATER**

is along Wisconsin's borders



Wisconsin has

**1.2 QUADRILLION**

gallons of  
groundwater



# WATER TECHNOLOGY EXCELLENCE

## INDUSTRY STRONG. SMART. FUTURE READY.



**11** global or national headquarters  
for water technology businesses

**\$60 MILLION**  
in annual revenue each

*The Water Council, 2024*

### GLOBAL WATER TECH HUB



THE WATER COUNCIL

Wisconsin is a leader in embracing green infrastructure and innovative technology to manage water where it falls and prevent untreated overflows into the Great Lakes. Anchoring

Wisconsin's water tech hub is **The Water Council**, an industry-led nonprofit dedicated to solving critical global water challenges by driving innovation in freshwater technology and advancing water stewardship.

The Water Council is housed at 247 W Freshwater Way, a converted turn-of-the-century warehouse near downtown Milwaukee. The building includes several water-related businesses and the **Oasis Coworking Community**, a landing pad for global water companies entering North America and U.S. businesses looking to launch, grow, and discover new opportunities.

### WISCONSIN'S LEADERS IN WATER TECHNOLOGY



A **WATTS** Brand



**14** water technology  
corporations  
with R&D operations in Wisconsin

*The Water Council, 2024*

# WATER TECHNOLOGY EXCELLENCE

INDUSTRY STRONG. TECHNOLOGY SMART. FUTURE READY.



Global water hub with

**6 INTERNATIONAL PARTNERSHIPS AND 30 GLOBAL COLLABORATIONS**

*The Water Council*

## GET CONNECTED

The Water Council started as a hub in Milwaukee, but has evolved into a global organization with the purpose of convening, connecting, and showcasing industry members—and now has multiple international partnerships and a dedicated European representative. These active working relationships enable it to connect companies, entrepreneurs, and researchers and exchange knowledge, opportunities, and ideas to accelerate the pace of innovation—not just in the U.S. but around the world. The Water Council's extensive European connections span Ireland, the UK, Germany, Spain, the Netherlands, France, Denmark, Belgium, and Finland, boosted by close working relationships with long-term strategic partners. Other **global partnerships** include Canada, South Korea, and Singapore.

The Water Council offers multiple programs for entrepreneurs—and for companies in the industry to plug into entrepreneurial networks and benefit from their creative ideas. **BREW 2.0** (Business. Research. Entrepreneurship. In Water), the global water technology hub's next-generation post-accelerator program, helps promising water tech innovators from anywhere in the world continue to build momentum on their path to market adoption success.

The **Tech Challenge** is a corporate-sponsored global open innovation program designed to empower anyone with an innovative idea in freshwater technology to vet their concept with industry professionals from leading corporations.

In 2024, The Water Council was awarded a **U.S. Small Business Administration Regional Innovation Cluster Award** as a mature water technology cluster. Through this award, the organization will continue building its offerings for small businesses in the U.S. and for overseas companies looking to do business here, including matchmaking and training, customized support, and access to new market resources.

In addition, The Water Council also has extensive water stewardship expertise including the **WAVE: Water Stewardship Verified** program to help companies improve water stewardship planning, performance, and reporting on an enterprise level. The **Nexus Sustainability Leaders Summit**, offered in partnership with the Marquette University Sustainability Lab, explores topics spanning water; energy; finance; diversity and inclusion; and the environmental, social, and governance reporting movement.

**The Water Council's international partners include:**





# WATER TECHNOLOGY EXCELLENCE

## THE WORKFORCE YOU NEED AWAITS YOU IN WISCONSIN



UW-Madison ranks in the **top 4%** of U.S. universities for engineering research expenditures and near the top of global rankings.

*NCES Higher Education Research & Development Survey*



UW-Milwaukee, with its esteemed College of Engineering and Applied Sciences, ranks in the **top 4%** of research universities in the U.S.

*Carnegie Classifications of Institutions of Higher Education*

### ADVANCING KNOWLEDGE

Because of its robust water ecosystem, Wisconsin is uniquely suited to ushering water technologies through every stage of development, from research through scaling and commercialization. This ecosystem includes corporations and major water users that are interested in stewardship of resources. It also includes the **Freshwater Collaborative of Wisconsin**, an initiative in which the Universities of Wisconsin are working together to ensure that each of the 13 campuses offering four-year degrees has a specialized focus related to water. Examples include agricultural water management; industrial water engineering and technology; water quality, safety, and emerging contaminants; Great Lakes management and restoration; water infrastructure (collection, distribution, treatment); water business and finance; and watershed management and restoration.

In Wisconsin, our universities lead in research and technology commercialization, supporting partnerships, companies, and policymakers to develop new, innovative products that fill market needs. For example:

- **UW-Madison** and **UW-Milwaukee** are both Tier 1 research universities;<sup>1</sup> UW-Madison ranks sixth in the U.S. for research spending,<sup>2</sup> with more than \$1.7 billion in research expenditures across all areas in fiscal year 2023.<sup>2</sup>

- The **School of Freshwater Sciences** at UW-Milwaukee is the largest Great Lakes academic research institution and the only graduate school in North America solely dedicated to freshwater issues.
- Centers of excellence at UW-Madison specialize in **advanced materials; computer, data and information sciences; and IoT research.**
- Milwaukee is home to the **Water Equipment & Policy Center**, a National Science Foundation-funded research engine that drives innovation in North America's water industry and promotes coordination among the region's assets to create the next generation of products and processes and advance the water industry. It is one of only two such research centers in the U.S.
- The **UW-Green Bay Water Science Program** is an interdisciplinary undergraduate major that prepares students to play a role in solving the world's water-related challenges with coursework in chemistry, biology, physics, statistics, geoscience, environmental science, and public policy.



The Kikkoman Foods Foundation has pledged

## \$2 MILLION

for the School of Freshwater Sciences to construct the most advanced research vessel ever designed for the Great Lakes.

*Sources: (1) Carnegie Classifications of Institutions of Higher Education; (2) National Center for Education Statistics Higher Education Research & Development Survey*

# WATER TECHNOLOGY EXCELLENCE

## THE WORKFORCE YOU NEED AWAITS YOU IN WISCONSIN

“When it comes to a concentrated cluster of water technology business, innovation, and academic partners that touch every aspect of water to groundbreaking approaches with respect to excelling at water stewardship and strategy, what immediately comes to mind is the close network of interconnected partners that are located in Wisconsin.”

### WILL SARNI

Global thought leader on water strategy and innovation



## GLOBAL LEADERSHIP FROM RIGHT HERE IN WISCONSIN

Providing water reclamation and flood management services for 1.1 million people in a 423-square-mile area, the **Milwaukee Metropolitan Sewerage District** (MMSD) has won the U.S. Water Prize and many other awards for its leadership in wastewater treatment, flood management, and green infrastructure.

In one recent example of a forward-thinking collaboration, MMSD worked with **Tomorrow Water** (a California-based company that received a grant through The Water Council's Pilot Program) on a Milwaukee-based pilot of the company's innovative filtration technology, which does not require chemicals or redirection of biomass. The collaboration was sparked during a program to foster water technology collaborations between Wisconsin and South Korea (where Tomorrow Water's sister company is based); after a successful pilot, MMSD is now pursuing a larger-scale demonstration with Tomorrow Water.

MMSD has also recently collaborated with **Rapid Radicals**, a Milwaukee-based graduate of The Water Council's BREW accelerator that grew out of Marquette University research and is exploring opportunities in European markets. A pilot with MMSD in the Milwaukee area allowed the company to test its technology—which enables rapid treatment during heavy rain events to avoid sewage overflows, reducing treatment time from eight hours to less than 25 minutes—at a larger scale.





# WATER TECHNOLOGY EXCELLENCE

## UNPARALLELED ADVANTAGES

“Milwaukee is the capital of water.”

FORBES MAGAZINE



### FRESHWATER ACCESS

Located along the U.S. “fresh coast,” Wisconsin is part of a water technology corridor that spans the Lake Michigan coast down to Chicago.

Locating in Wisconsin gives you access to all the advantages of Wisconsin’s business climate and potential collaborations in its vibrant water cluster, as well as millions of potential customers in the United States’ third-largest metro area.



**NEARLY 85%**

of Wisconsin’s borders are water

*WEDC analysis using a Wisconsin Department of Natural Resources map*



**ONE-FIFTH**

of the world’s fresh water is along Wisconsin’s borders

*Wisconsin Water Facts, Wisconsin Water Library, UW-Madison*



Wisconsin has  
**1.2 QUADRILLION**  
gallons of groundwater

*Wisconsin Department of Natural Resources*



**Milwaukee has created the Water Centric City Initiative based on its commitment to seven principles:**

- Applied water research and policy
- Arts, talent, culture, and education
- Fishable, swimmable rivers and water bodies
- Green infrastructure
- Sustainable and healthy water supply
- Water leadership
- Water technology



Wisconsin was recently named a **National Center of Excellence for Wastewater Surveillance** through the work of the Wisconsin Department of Health Services, the Wisconsin State Laboratory

of Hygiene at UW-Madison, and the UW-Milwaukee School of Freshwater Sciences. It is one of only four such centers in the nation.

# WATER TECHNOLOGY EXCELLENCE

## THE WORKFORCE YOU NEED



MINNEAPOLIS-ST. PAUL  
METRO AREA HAS A  
COMBINED WORKFORCE OF

**2.4 MILLION**

for employers to draw from

*U.S. Census 2023 American  
Communities Survey*



SINCE 2017,  
WISCONSIN HAS HAD A  
**NET INFLOW**

of people in the  
family formation  
years of ages 25-54.

*Forward Analytics 2022*

MINNEAPOLIS

MINNESOTA

### UNPARALLELED ADVANTAGES

Wisconsin offers a business climate that's especially suited to water technology.

#### Workforce

We deliver the second-highest concentration of experienced manufacturing workers in the U.S.,<sup>1</sup> with an employment concentration that's nearly twice the national average.<sup>2</sup>

#### Academic excellence

We push the boundaries of theoretical and applied science—and prepare talent for the future. At more than \$1.7 billion annually,<sup>3</sup> our flagship University of Wisconsin-Madison ranks sixth in the U.S. for research spending; the Universities of Wisconsin awarded 40,419 degrees in 2023.<sup>4</sup>

#### Low risk of natural disaster

We offer remarkably low risk for every imaginable type of disaster, from earthquakes and wildfires to climate threats like heat waves, tornadoes, and hurricanes. According to a WEDC analysis of FEMA data, Wisconsin has the second lowest risk of natural disasters of any state.

*Sources: (1) Business Facilities Magazine, July/August 2024; (2) Lightcast Q4 2024 Dataset; (3) U.S. NCES Higher Education Research and Development Survey; (4) U.S. NCES IPEDS data; (Map) U.S. Census 2023 American Communities Survey*

\* Figures represent the working-age population for each Metropolitan Statistical Area

DULUTH/SUPERIOR  
185,000\*

WAUSAU  
103,000\*

EAU CLAIRE  
114,000\*

GREEN BAY  
213,000\*

APPLETON  
158,000\*

OSHKOSH-NEENAH  
113,000\*

FOND DU LAC  
66,000\*

LA CROSSE  
91,000\*

SHEBOYGAN  
74,000\*

MADISON  
465,000\*

JANESVILLE-BELOIT  
106,000\*

MILWAUKEE  
1 Million\*

CHICAGO

ILLINOIS



MILWAUKEE AND CHICAGO  
METRO AREAS HAVE A  
COMBINED WORKFORCE OF

**7.2 MILLION**

for employers to draw from

*U.S. Census 2023 American  
Communities Survey*



# WATER TECHNOLOGY EXCELLENCE

## UNPARALLELED ADVANTAGES

NEARLY  
**40%**



of U.S. manufacturers  
**ARE REACHABLE  
WITHIN  
A DAY'S DRIVE**

*U.S. Bureau of Labor Statistics*

MINNEAPOLIS-SAINT PAUL  
INTERNATIONAL AIRPORT  
25 MILES (40 km)



### AN IDEAL LOCATION

From the center of the U.S., we offer quick access to markets throughout North America. Chicago and its O'Hare Airport are less than an hour from our border. And our well-developed logistics sector moves your goods to market efficiently via rail, road, air, or water.

### Natural resources

Nearly 85% of Wisconsin's borders are water,<sup>1</sup> and one-fifth of the entire world's liquid surface fresh water is located along the state's borders.<sup>2</sup> In addition, Wisconsin has 1.2 quadrillion gallons of groundwater;<sup>3</sup> this plentiful supply means Wisconsin businesses have no trouble getting access to the water they need for their operations.

### Fiscal responsibility

From our fully funded state pension system<sup>4</sup> to our extraordinary credit rating, we offer a politically stable, low-tax, low-regulation, business-welcoming environment.

WISCONSIN IS SERVED  
BY FOUR  
**CLASS I**  
RAILROADS

*Surface Transportation Board*



CHICAGO O'HARE  
INTERNATIONAL AIRPORT  
45 MILES (72 km)



- COMMERCIAL PORTS
- COMMERCIAL AIRPORTS
- FOREIGN TRADE ZONES
- HIGHWAY SYSTEMS
- RAILROAD LINES (SELECTED)

#### PORT OF DULUTH-SUPERIOR:

The largest and busiest port of the Great Lakes, handling 35 million tons annually; connects to the U.S. East and Gulf coasts via the St. Lawrence Seaway and the Mississippi River, with rail connections to the West Coast

#### PORT OF GREEN BAY:

Provides the shortest and most direct route for shipments between the Midwest U.S. and the rest of the world—including overnight delivery within a 400-mile (650 km) radius; equipped to handle dry bulk commodities, liquids, and oversized cargo

#### PORT OF MILWAUKEE:

Fifth-largest port in the Midwest and the only Lake Michigan port approved to serve the Mississippi River inland waterway system with direct barge access to the Illinois River; equipped to handle heavy machinery exports and bulk goods in liquid and solid form with storage available; includes a state-of-the-art agriculture maritime export facility

Sources: (1) WEDC analysis using a Wisconsin Department of Natural Resources map; (2) Wisconsin Water Facts, Wisconsin Water Library, UW-Madison; (3) Wisconsin Department of Natural Resources; (4) Wisconsin Department of Employee Trust Funds



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