

Curious about the TWC post-WEFTEC event?  
Check out these frequently asked questions  
to learn more and why you should join us.

# FAQs

## What is the event about?

Post-WEFTEC, [The Water Council](#) is hosting a business development event for European companies in Milwaukee, Wisconsin. Over two days visitors will experience a *new* program including powerful panels, briefings and discussions with state government officials, water specialists, academia, utility partners and industry C-suite executives to share insights and strategies for moving their organisation forward in the US.

There will also be opportunities to connect with potential customers as well as technical and business partners.

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## Who should attend?

### **This event is for you if:**

- You are targeting the US for growth
- You would like to connect with potential business or technology partners
- You find value in exchanging insights and experiences with your peers
- You are researching locations for a soft landing

In 2019 we welcomed a wide variety of European water management companies and organizations, including early-stage companies, engineering firms, equipment manufacturers, universities, consultants, partner groups and other multiplier agencies.

The majority held senior management positions, e.g. CEO, President and Director.

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### What can I expect from the event?

It is important to emphasize that this bi-annual event is a **business development event**. We always do pre-event research via our partners and know that guests are looking for a meaningful exchange of ideas and strategies on topics from simplifying market entry, to mitigating risk to sector opportunities and encouraging the adoption of new innovative water-tech solutions - as well as making connections.

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### Will we meet Wisconsin companies and TWC members at the event?

Yes, this is one of the things participants appreciate the most. You will be able to grow your connections and gain insights in formal and informal networking sessions with the TWC ecosystem, including global players, early-stage start-ups, academia, investor groups and utility partners.

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### What does it cost to participate?

The event is financially supported by our state partners, the Wisconsin Economic Development Corporation (WEDC). **All costs - apart from hotel accommodation - is covered** for the duration of the event. We treat this event as an immersive experience for our guests, from the minute you depart McCormick Place to the time you are back at the airport for flights back to Europe.

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### About The Water Council

Headquartered in Milwaukee, Wisconsin, 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. At its heart, TWC is a non-profit, membership organization that connects, convenes and showcases the hub comprised of more than 238 water technology businesses and the diverse water leadership network of 200 members it is linked to from around the world. 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.

### For more information contact:

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