

Switzerland Global Enterprise
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OFFER

Fact Finding Mission, October 4 – October 6, Chicago, IL and Milwaukee, WI

SWISS OPPORTUNITIES IN U.S. WATER QUALITY

Swiss business delegation trip around water quality in the Midwest



1. INTRODUCTION

WEFTEC is the annual conference of the Water Environment Federation and is the largest show in North America focusing on drinking and wastewater quality and will take place from October 2-4 in Chicago, IL. In 2022, around 800 exhibitors and 18,000 visitors from numerous countries attended the show and connected on business opportunities around water quality in the U.S. In 2023, Swisshydro is hosting a Swiss Pavilion for a minimum of six Swiss water companies, incl. SMEs and startups, and over 10 Swiss water companies will exhibit their specific solutions at their independent booths.

Following WEFTEC, the Swiss Business Hub USA offers Swiss exhibitors at WEFTEC the chance to learn about business opportunities in water quality in the Midwest and the U.S. as part of a short fact finding mission from October 4-6 to Chicago and Milwaukee. Both cities and the Midwest are ideal landing pads for Swiss companies in water quality looking to enter or grow in the U.S. market. Chicago, IL and Milwaukee, WI are both located on Lake Michigan which is one of the U.S. Great Lakes. The Great Lakes hold 90% of U.S. freshwater and decision-makers are looking for solutions to monitor, track, maintain and preserve water quality, infrastructure and the water resources. Switzerland holds 6% of Europe's freshwater and Swiss companies have developed numerous solutions which match current needs in the Midwest around freshwater. In addition, Chicago is positioned between two large river basins and numerous canals crisscross the city which is why the city is considered a "water city". Chicago is also the economic and logistical center of the Midwest which hosts 36 Fortune 500 companies and numerous manufacturing, insurance and tech companies and local companies, water industry experts and public departments are keen to learn about Swiss water solutions. Milwaukee, WI is home to a cluster of over 200 water-related companies and the Water Council in Milwaukee, WI is a global leader with over 45 (international) companies in water technology and innovation, providing an ideal starting point for Swiss companies looking to expand to the Midwest and U.S. markets. Swiss companies will learn about current and upcoming water quality projects in both cities, the Midwest and the U.S. and connect with local industry experts, decision-makers, researchers and innovators.

2. Goals

Goals of the fact finding mission to Chicago and Milwaukee after WEFTEC are to:

1. Provide the Swiss delegation an overview over current water quality projects in Chicago, Illinois, Milwaukee and Wisconsin on a municipal and state level and in the U.S. on a federal level and emphasize to how Swiss companies can be part of potential projects in the aforementioned places.
2. Support Swiss companies with getting an understanding of how their specific solutions match project-specific needs, i.e. whether, where and to what extent the technology is sought after in the U.S. market.
3. Connect the Swiss delegation with local and global water companies headquartered in Chicago or Milwaukee, innovators at research institutions as well as with local experts who are experienced and well-connected to support international (Swiss) startups and SMEs with scaling in the U.S. market.
4. Build a peer community of Swiss water communities interested in entering or growing in the U.S. market and facilitate an exchange of best practices among these as well as to establish local partnerships with the Swiss community in the Midwest.

3. Target Company Profile

- Swiss SME or startup in water quality with an interest in expanding to or growing in the U.S. market
- English website
- Interest in understanding the opportunities around water quality in the U.S. Midwest
- Ready to meet project owners, local companies and decision-makers from Chicago, Illinois, and Wisconsin and to follow up on connections made during the visit. The Swiss Business Hub USA will gladly support with the individual company follow up.

4. AGENDA*

Wednesday, October 4: Chicago, IL

Date & Time	Activity
4.00 – 5.30 pm	Kick-Off Meeting: Doing Business in Chicago and Illinois with Intersect Illinois
6.00 – 8.00 pm	Reception with Intersect Illinois and local stakeholders, e.g. Swiss-American Business Council, and company pitches

Thursday, October 4, Chicago and Milwaukee, WI

Date & Time	Activity
8.00 – 9.30 am	Water in Chicago: Who are the key players, trends, projects with Current Chicago
10.00 – 11.30 am	Wastewater Insight: Meeting with the Metropolitan Water Reclamation District (MWRD) of Greater Chicago
12.00 – 1.30 pm	Working lunch: City of Chicago, Department of Water Management
2.00 – 3.30 pm	Water Infrastructure Finance: Meeting with the Illinois Environmental Protection Agency (EPA)
4.00 – 5.30 pm	U.S. Certifications: Meeting with UL Solutions
8.00 pm	Dinner in Milwaukee, WI

Friday, October 6: Milwaukee, WI

Date & Time	Activity
8.00 – 9.30 am	Utility Insight: Milwaukee Water Works and the North Point Water Tower
10.00 – 11.30 am	Milwaukee Water Company: Meeting with Choose Milwaukee and a local water company, e.g. Badger Meter or A.O. Smith
12.00 – 3.30 pm	Water Council Insights: Lunch and Tour of the Water Council
3.30 pm	Transfer to O'Hare Airport

*The agenda remains subject to change. If any of the aforementioned meetings cannot be arranged we will replace the meeting with an adequate replacement and will communicate the change with the participants.

5. COST OF PARTICIPATION

- | | |
|-------------------------------------------------------|--------------------|
| • Switzerland Global Enterprise, Gold member | CHF 2'463.- |
| • Switzerland Global Enterprise, Silver member | CHF 2'753.- |
| • Non-member | CHF 2'898.- |

Prices are quoted in Swiss Francs excluding VAT

* If not already, become a member of Switzerland Global Enterprise and take advantage of the discounts listed above. Please tick the box in the order form and complete the annexed membership registration form. For more information on S-GE membership see: www.s-ge.com/en/membership.

The above quoted cost includes:

- Hotel accommodation from arrival to departure dates
- Local transportation to events and visiting locations for entire delegation
- Up to 2 individual meetings outside of the official program
- Participation at events mentioned in program
- Breakfast, lunches and dinners (except during free time)

and excludes:

- Intercontinental flight arriving and departing from USA
- Transportation to individual meetings
- Items listed as optional and any other items not specifically mentioned as included

6. CONTACTS DETAILS REQUIRED

Please provide the following contact details as they will appear on the participant list:

Company/Institution:

Address:

First and family name:

Position:

E-mail address:

Mobile number:

If you do not wish to appear on the participant list, click this box

Invoicing address, if different from the above

7. TERMS AND CONDITIONS

Registration deadline:

31 August 2023. Registration will be accepted on a “first come -first serve basis”. The registration will be confirmed by submission of down-payment invoice.

Payment terms:

100% down payment latest by 31 August 2023.

Payment is due with written confirmation of this offer. No reimbursement will be made in case of cancellation (please, refer to individual travel cancellation insurance).

The General Terms and Conditions of Switzerland Global Enterprise apply: www.s-ge.com/terms.

8. ORDER CONFIRMATION

By signing this present Offer/Order Confirmation, the undersigned party, confirms acceptance of the offer and conditions as outlined above.

Please indicate your current membership status or request to become a member of Switzerland Global Enterprise by ticking one box below:

- Existing Gold Member
- New Gold Membership Request
- Existing Silver Member
- New Silver Membership Request
- Non-member

Should you wish to register as a new member of Switzerland Global Enterprise, please complete the attached form – see below. In such case you accept the membership statutes listed on www.s-ge.com/statutes. Advantages and respective membership fees are indicated on <https://www.s-ge.com/en/membership>. Entitlement to the benefits begins upon acceptance by Switzerland Global Enterprise membership.

Place / Date:

Authorized signatory (signatories):

Please return a duly signed and scanned copy of the Offer/Order Confirmation with attachments (business credentials and photo) by e-mail to: abosshard@s-ge.com, direct phone: **+41 44 365 54 13**.

Form only to fill out in case of request to become S-GE member

Declaration Form

for Switzerland Global Enterprise
(S-GE) Membership

1. COMPANY AND ADDRESS

Company: _____

Street Number: _____

PO Box: _____

Postal Code / City: _____

Contact Person: _____

Position: _____

Telephone: _____

E-mail: _____

www: _____

Twitter: @ _____

LinkedIn Corporate Profile: _____

2. REGISTRATION IN THE COMMERCIAL REGISTER

Place and date: _____

Foundation year: _____

3. DOES YOUR COMPANY BELONG TO A CORPORATE GROUP?

Yes No

If yes, to which group? _____

I have read and accepted the bylaws at s-ge.com/statutes.

You will receive a confirmation from us upon receipt of this declaration.

Place / Date

4. KEY FIGURES

No. of employees: _____

Total annual turnover: _____

Export Percentage in %: _____

5. MEMBERSHIP FEE ACCORDING TO THE FOLLOWING CRITERIA (NOT INCLUDING VAT)

Silver-Membership (see benefits)

Microenterprises (max. 10 employees): CHF 350.-

Gold-Membership (see benefits)

up to 5 million total turnover: CHF 700.-

up to 50 million total turnover: CHF 1,100.-

up to 150 million total turnover: CHF 1,500.-

up to 250 million total turnover: CHF 1,800.-

over 250 million total turnover: to be agreed

Holdings membership: at least CHF 2,000.-

Public corporations: to be agreed

Associations: to be agreed

S-GE suppliers: to be agreed

Please send to: Switzerland Global Enterprise, Member Management, Stampfenbachstrasse 85, CH-8006 Zurich, as a PDF to member@s-ge.com, or complete online at www.s-ge.com/joinusnow.

Membership data is stored by S-GE, its contact points and the network partners that cooperate with S-GE in Switzerland and abroad and used for internal market research purposes. General and publicly available member data may be forwarded to third parties and are published on the internet and are accessible from third parties. Members declare their consent to S-GE, its contact points and the network partners that cooperate with S-GE in Switzerland and abroad informing them by letter, telephone and e-mail about their own and general economic activities during and after termination of membership. In so doing, S-GE observes the legal regulations laid down in the Data Protection Act and the regulations on unfair competition as stipulated by federal law.

9. Partner Companies and Organizations

Name of organization	Description
Choose Milwaukee (water)	Choose Milwaukee is the Milwaukee 7 Regional Partnership which markets the region in southeastern Wisconsin around Milwaukee to companies looking to expand operations. The organization aims to simplify the relocation or expansion process and provides information on tax or other economic incentives of potential interest to Swiss companies. Choose Milwaukee is in close contact with 5 of the 11 largest water firms which are located in Milwaukee, e.g. Badger Meter, Kohler and A.O. Smith. GE and Pentair have also formed a global residential water filtration joint venture with its global headquarters in the Milwaukee Region.
Current Chicago	Current Water is an innovation hub around clean water which was launched in 2016 together with the City of Chicago, the Water Reclamation District of Chicago and World Business Chicago. Current evaluates new technologies in water management and builds partnerships between businesses, government and researchers (more here).
Department of Water Management, City of Chicago	The Department of Water Management delivers nearly 1 billion gallons of drinking water to residents of Chicago and suburbs daily and removes waste water and storm runoff through the sewer system. The Department aims to deliver high quality drinking water to the Chicago region while also protecting Lake Michigan's freshwater reserves. For instance, the Department aims to monitor and reduce lead from residential tap water as 80% of Chicago homes have water connections made of lead.
Illinois Environmental Protection Agency (EPA)	The Illinois EPA is the regional office of the U.S. looking to "safeguard the state's natural resources from pollution". The agency's Bureau of Water makes sure that Illinois' public water systems provide high-quality water and meets all regulatory requirements and monitors the quality of the state's surface and groundwater resources (among others). The Bureau provides a number of loan and grant programs to upgrade existing and build new wastewater, storm water treatment and public water supply infrastructure.
Intersect Illinois	Intersect Illinois is an economic development agency looking to strengthen business and R&D investments into the entire state of Illinois. For that purpose, Intersect Illinois builds partnerships between the state's over 2,000 internationally-owned businesses and international companies interested in expanding or relocating to the state and provides international companies with information on economic assistance available to them.
Metropolitan Water Reclamation District (MWRD) of Greater Chicago	The MWRD of Greater Chicago is a special-purpose district created by the state of Illinois for the reclamation and treatment of wastewater and flood water abatement in Cook County, Illinois' most populous county. For instance, MRWD reversed the flow of the Chicago River Systems in the early 1900s and was involved in the construction of a complex tunneling system around Chicago. MRWD also works with innovative companies on the recovery and reuse of resources, e.g. of nutrients removed from wastewater.
Milwaukee Water Works	The Milwaukee Water Works is owned by the City of Milwaukee and purifies water from Lake Michigan to provide fresh drinking water to almost 900,000 people in 16 surrounding communities. North Point Water Tower was built in 1873 and is Wisconsin's first public waterworks. Swiss companies can connect with representatives of Milwaukee Water Works and learn about potential partnership opportunities (more here).

Swiss-American Business Council (SABC)	The SABC creates and promotes the Swiss-American business community in Chicago and the U.S. Midwest through events, networking and information exchange.
UL Solutions	UL Solutions is a global safety science company headquartered in Northbrook, Illinois. The company is composed of three organizations which are active in 100+ countries: UL Research Institutes, UL Standards & Engagement and UL Solutions. UL works with numerous international companies across industries in the U.S. and can provide further information on certifications required for Swiss water companies interested in entering the U.S. market.
Water Council Milwaukee	The Water Council is a nonprofit organization which aims to solve water challenges by driving innovation in freshwater technology and advances in water stewardship. The Water Council has turned Milwaukee into a global destination for water technology and innovation and operates the Global Water Center, a 98,000 square foot facility with labs and coworking spaces for universities, water companies and startups. In 2023, more than 45 companies from around the world use the space at the Center and over 30 companies have moved to Milwaukee as a result of it. The Water Council also operates the BREW 2.0 Technology Accelerator, a next-stage accelerator which helps young companies build their local connections and grow their company's capacity. Applications for the 2024 cohort open in November 2023 so Swiss startups can learn about the opportunities at the BREW Accelerator for the coming year (more here).
World Business Chicago	World Business Chicago is the City's economic development agency and builds connections between foreign and domestic companies, researchers and the public sector, including around innovation & technology and food manufacturing and efficient and sustainable water management. World Business Chicago can introduce some of the unique opportunities of doing business in Chicago and Swiss companies can connect with representatives of the agency on an informal level (more here).