

WATER TECHNOLOGIES CLUSTER

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Director Water
Technologies Cluster

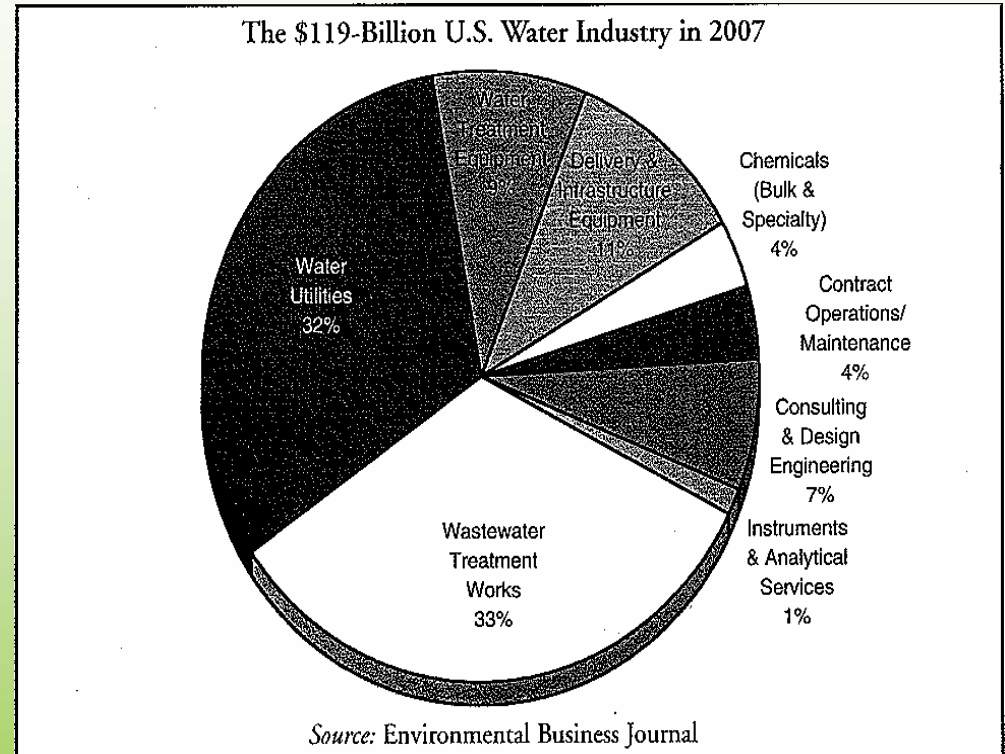
MEDC

OPPORTUNITY

-Water is a **500 billion/yr** world market that is growing exponentially. It is expected to into the trillions during the first quarter of this century.

--U.S. federal expenditures for water-related Research and Development (R&D) and exceeded \$1.5 billion in FY2006, and are also expected to grow.

Federal and State technology-forcing legislation and regulations will continue to provide additional drivers and incentives to grow water technologies.



Michigan has approximately 400 companies in the water sector (identified to date), among which, Dow Water Solutions, Siemens Water Technologies and NSF. It has numerous universities with water institutes conducting research and development in this sector.

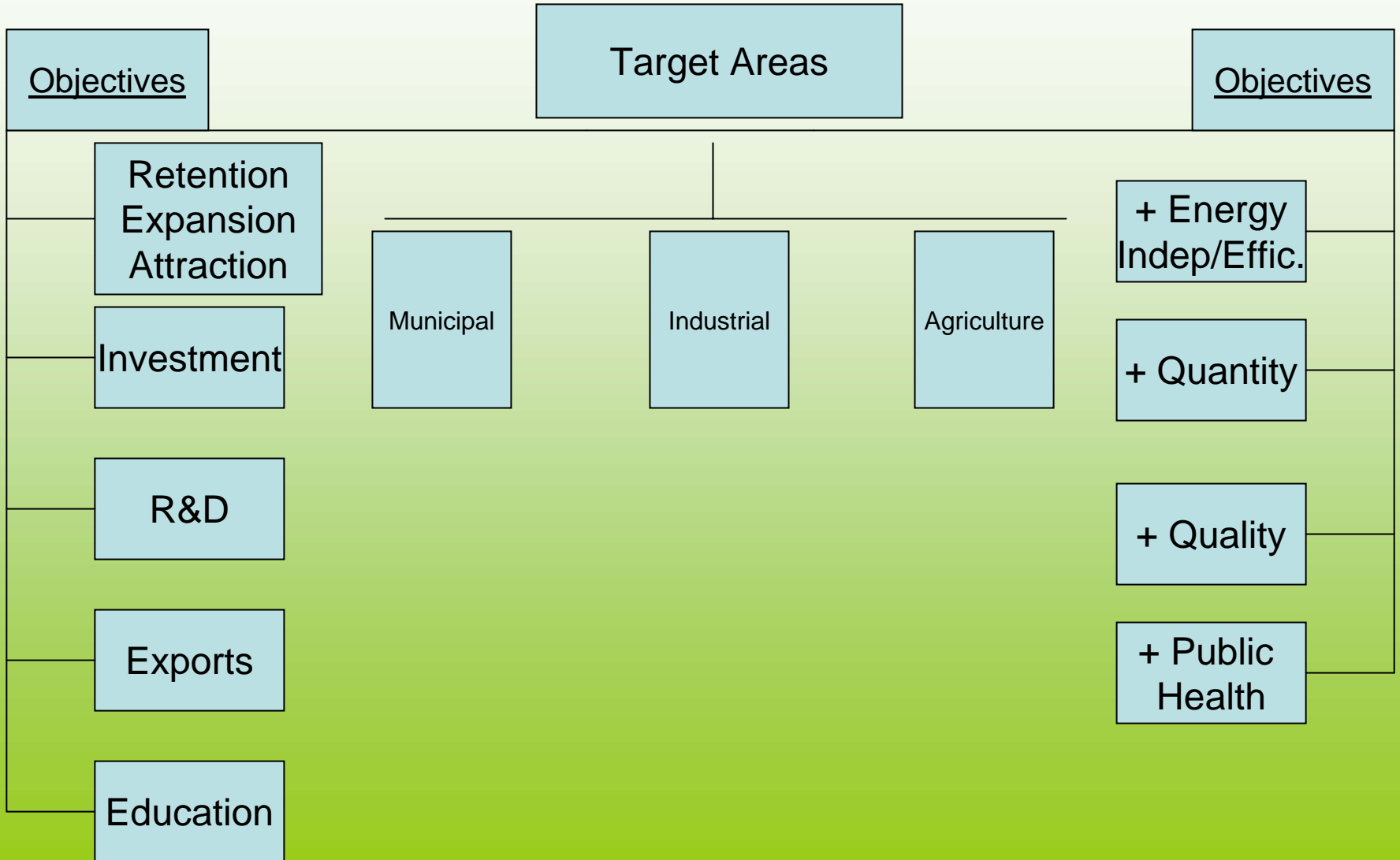
Mission Statement

Position Michigan to enter new markets creating jobs, attracting capital investment, and growing exports of technologies, products and services by becoming a center of excellence for the development, advancement and commercialization of needs-driven water technologies and management systems that:

- Assure clean and sustainable water resources for the State and region,
- promote the efficient use and reuse of water,
- retain and attract water-dependent businesses,
- develop and expand the water technology and services supply chain,
- promote and develop ecosystem restoration technologies, and
- create opportunities in connection with the water-energy nexus

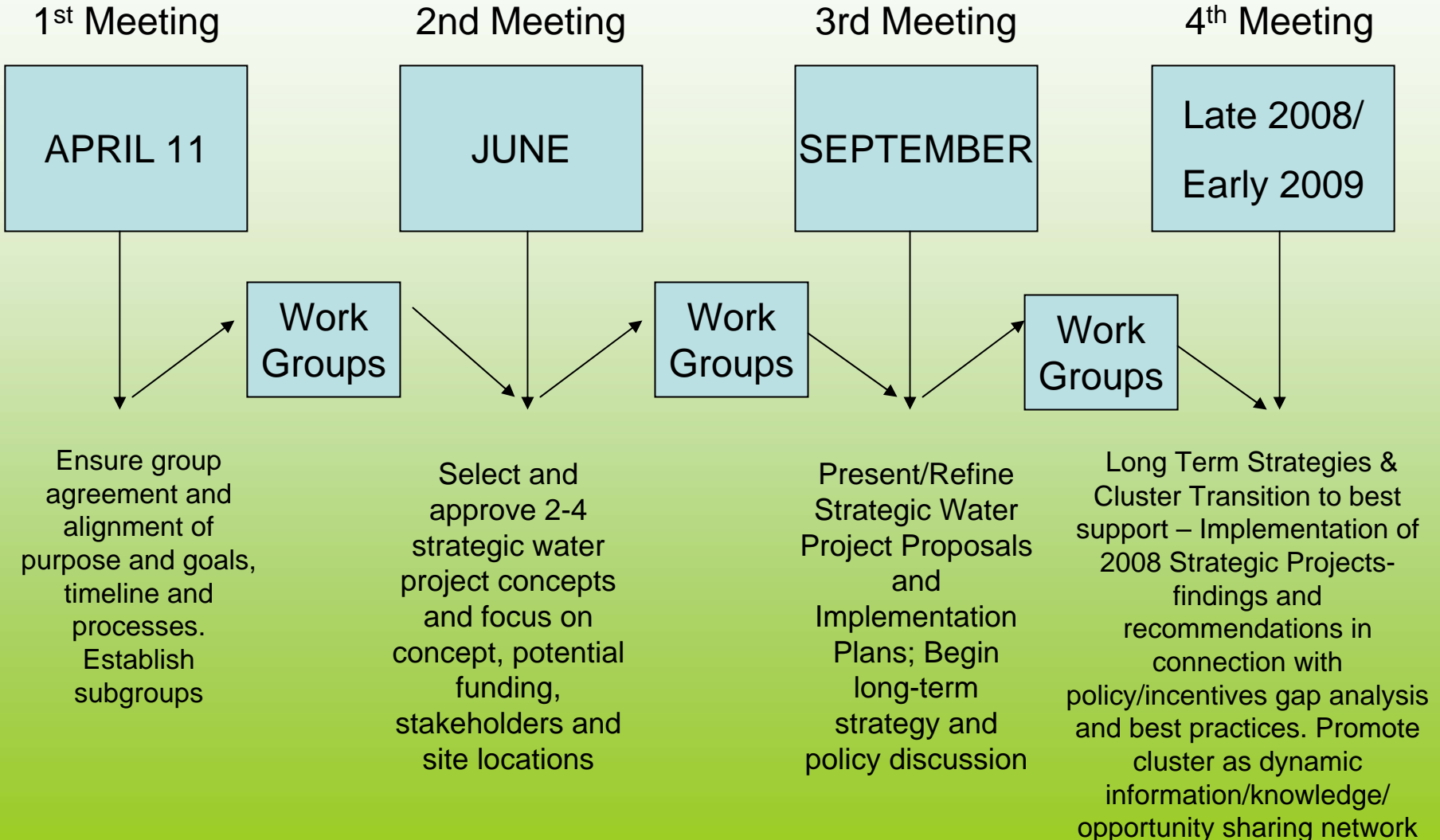
The above will be accomplished by leveraging Michigan's abundance of freshwater, access to Great Lakes, university research and development, advanced manufacturing capabilities, and environmental leadership and stewardship.

Conceptual Framework



Review of Water Cluster Progress (cont)

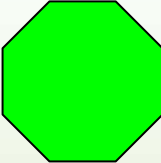
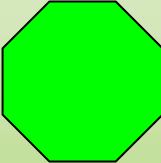
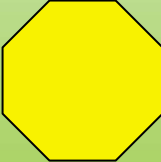

Timeline



At June meeting, Cluster members brought forth these projects:

1. Food Processing Wastewater Treatment*
2. Manure Management*
3. Contaminated Sediment Technologies
4. Municipal-Industrial Wastewater
5. Ballast Water Proposal

Review of Water Cluster Progress (cont)

2008 Cluster Goals	Progress Report
<p>1. <u>Cluster Establishment:</u> Establish Michigan Water Technology Cluster as an economic development instrument for MEDC to identify, evaluate, and pursue water-related, environmentally-effective economic development opportunities.</p>	
<p>2. <u>Strategic Water Projects:</u> Identify, evaluate, select and begin implementation on 2–4 strategic water technology projects.</p>	
<p>3. <u>Map Michigan Water Sector*:</u> with an eco system mapping platform that will identify Michigan’s capabilities in the water industry in one comprehensive picture and which will allow targeting of specific categories for business attraction and policy/incentives recommendations for growth and development in those categories.</p>	
<p>4. <u>MEDC/MDEQ/MDA Incentives gap and opportunity analysis*:</u> Aimed at completing inventory of existing water-related incentives to identify gaps and opportunities. Inventor</p>	
<p>5. <u>Future Plans:</u> Frame plans for 2009 and beyond to position Michigan as a Center of Excellence in advancement of needs-driven, environmentally-effective water technologies and best practices.</p>	

*Added in August 2008

Governor's visit to Israel Recap

-Advance visits: Conducted best practices; Established key relationships; and developed strategic alliance with NewTech (Israel's Water Technologies Initiative)

-Israel signed with Michigan a first in kind agreement (MOU) with a U.S. State with a focus on water technologies.

---MOU establishes Joint Task Group.



Israel was targeted because it's a hot bed of water technology start-ups. Specifically, companies ready to conduct pilot testing in U.S. are being targeted.

As a result of visit, we are engaged in discussions with ten Israeli companies in connection with locating pilots or North American presence in Michigan

GREAT EARNED MEDIA COVERAGE

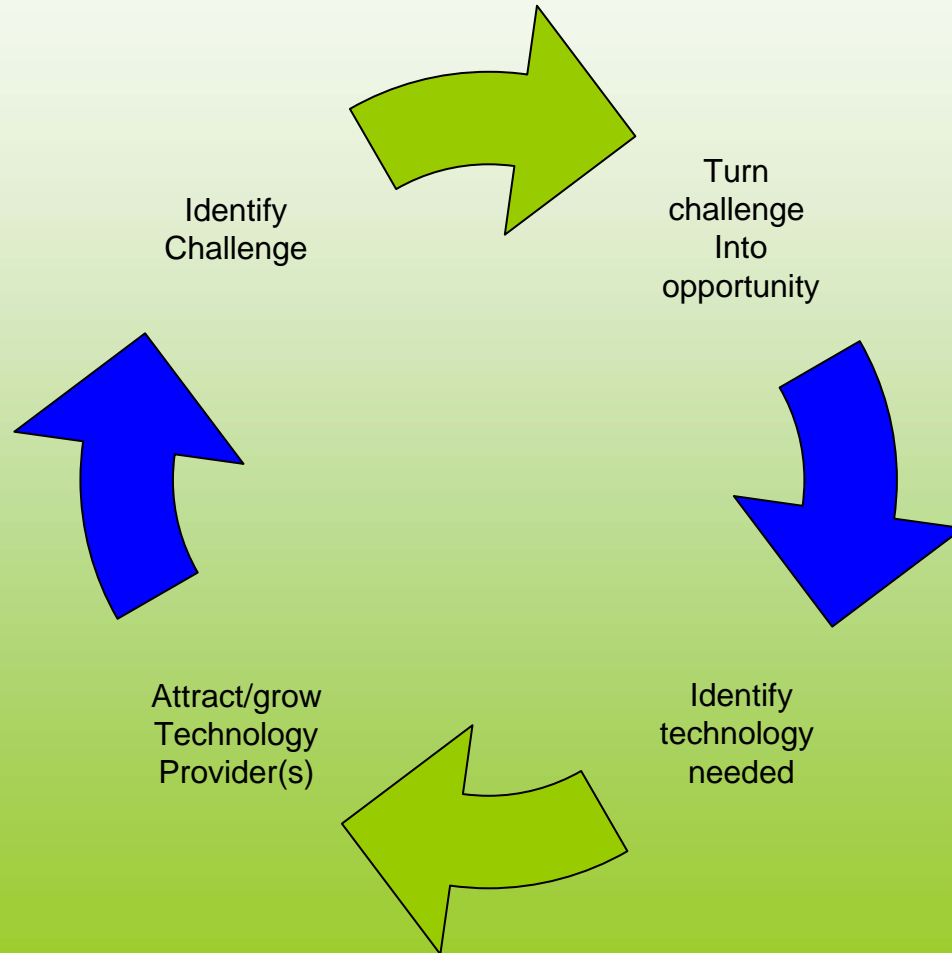
[Jennifer Granholm - Topics - NY Daily News](#)

Michigan has become the first U.S. state to sign a **water technologies** partnership agreement with Israel.

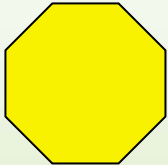
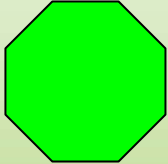
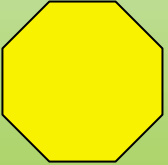
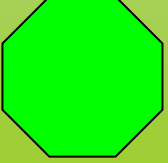
[Michigan-Israel water agreement : News : WEYI NBC25](#)

Governor Jennifer **Granholm** signed a **water technologies** partnership ... The joint declaration between **Michigan** and **Israel** establishes a working group between ...

STRATEGY



Transition to 2009/Next Steps

2008	2009	
Strategic Water Projects:		Establish 1-2 COEs based on 2008 projects, and develop their supply chains. Create process to identify and vet new projects.
Map Michigan Water Sector:		Targeting of specific water-sector categories for business attraction and policy/incentives recommendations for growth and development in those categories
MEDC/MDEQ/MDA Incentives gap and opportunity analysis:		Complete recommendations on economic development policy/incentives to grow water sector in Michigan
Cluster Establishment:		Position Cluster to best support 2009 Plan; and promote it as dynamic network and vehicle of knowledge and innovation.

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