
The International Center for Water Technology

*A collaborative venture between the
San Joaquin Valley Water Technology Cluster and
California State University, Fresno*



Project Summary, January 2002

Summary

California State University, Fresno and the San Joaquin Valley Water Technology Industry Cluster propose to jointly develop the International Center for Water Technology, a \$50 million, 70,000 square-foot facility dedicated to the development and promotion of new technologies that maximize the effectiveness of water use for commercial, municipal and agricultural applications.

In addition to research and development facilities, the International Center for Water Technology will include a vast interactive space displaying leading-edge water technology systems highlighted by such features as water walls and winding indoor waterways. It will also include a permanent technology exposition that will attract global visitors year around.

Access to useable water is developing into the greatest challenge of this century. The world's ability to find, use, clean, recycle, transport, distribute, sell, tax, and conserve water will determine in large measure whether the world will progress or digress in the next 100 years. The technology to properly use and manage this precious resource is the critical tool to providing sufficient water supplies for the world's major uses, such as agricultural, municipal, and commercial applications.

The San Joaquin Valley is one of the leading regions in the world for water technology manufacturing. The International Center for Water Technology will combine the expertise of industry with the vast experience in water and flow technology at California State University, Fresno to create a center of excellence that develops and promotes new technologies that improve the efficiencies of water use.

Programs of the International Center for Water Technology

The International Center for Water Technology will serve the San Joaquin Valley water and flow technology industry and facilitate advances in related technology worldwide through four major functions:

- ***Research and development:*** The R&D Division of the ICWT will incorporate current research activity of the Center for Irrigation and Technology, as well as expand its focus to include research and development for municipal and industrial water systems. All of these activities will focus on the water/energy conservation, availability, and recycling aspects of water usage. Additionally, the R & D Division will provide the services to facilitate new private and public innovations. Other University resources such as the College of Engineering and Computer Science, its Engineering Technology Transfer Center, the Lyles Center for Innovation and Entrepreneurship, and the Central Valley Business Incubator can be leveraged to provide technical and engineering assistance to industry members wishing to take a new product concept from the idea stage to commercialization.
- ***Industry testing and certification services:*** The purpose of the Testing and Certification Division will be to provide the water industry with state-of-the-art testing and certification facilities and to conduct testing and certification on water technology equipment and applications in a timely and unbiased manner. The division will then communicate the results of conducted tests to water users, policy makers, manufacturers, contract customers, and other interested parties.

- ***Public policy and education:*** The Public Policy and Education Division will inform the public and policy makers of the technical aspects of water issues and resulting consequences; educate governments, end users, designers, lending institutions and others in the proper design of water application systems in irrigation, municipal, and industrial water applications; and provide a center for continuing education for water industry personnel.
- ***Cooperative marketing of and export assistance for the San Joaquin Valley water and flow technology industry:*** A major function of the International Center for Water Technology will be cooperative marketing activities that primarily benefit the San Joaquin Valley Water Technology Industry by increasing water and flow technology usage worldwide. The marketing function will include four major strategies: development and operation of the Water and Flow Technology Exposition Center and on-site trade shows, development and implementation of an international advertising campaign targeting major customer groups, public relations and communications, and export assistance.

Benefits to the Region

Although its primary objective is the development and promotion of technologies that improve water use efficiencies, the International Center for Water Technology will establish the San Joaquin Valley as the undisputed, global leader in water and flow technology and, in the process, expand an industry with valuable, high-paying jobs in a region with chronic double-digit unemployment, attract and retain intellectual capital through research and development activities, inform the public and influence public policy in an area central to the success of our state and nation, and develop a regional identity for dominance in a knowledge-based industry.

Public-Private Partnership

The International Center for Water Technology is a public-private partnership including representatives from industry, academia, and public agencies. A major fundraising effort has been launched targeting private and public funds to establish the Center. For more information contact Dr. David Zoldoske, Director, International Center for Water Technology (559-278-2066 or davidzo@csufresno.edu).