



NEWS ALERT

Latin American Sales Meeting Offers Time of Reunion and Renewed Vision!



Sales Meeting Attendees

Cortec's Latin America Sales & Strategy Meeting, October 22nd-24th, was a time of reunion and renewed vision for valued Cortec® distributors and representatives who travelled to Mexico City from Brazil, Chile, Colombia, Mexico, Peru, and the USA.

Starting with a reception the evening of October 22nd, new and long-time sales partners enjoyed getting to know one another and gain insights for future growth. During the following one and a half days of presentations and networking, Dario Dell'Orto (Cortec's VP of International Sales) shared Chairman Boris Miskic's Vision for the Latin America Region in the years leading up to 2020; Cliff Cracauer (Cortec's VP of Sales) presented Cortec's "Forward Looking Strategy"; and Spencer Taylor gave an excellent photographic presentation on the key aspects and issues related to AST (aboveground storage tanks) corrosion preservation.



#1 Sales Award winner for 2015/2016: Francisco Hidalgo and the CODEMET team.

An exciting part of the agenda was the traditional awards ceremony, when Cortec® recognized and expressed great appreciation for the results, hard work, and commitment that Cortec's partners devote to their countries. The meeting also included an update on new products developed by Cortec's innovative R&D team, as well as an interesting and mutually enriching session during which attendees shared insights on a wide variety of product applications and best practices. The meeting's climax was a very interactive and proactive group discussion on strategies for reaching Cortec's Year 2020 goals. This prompted dialogue on the full range of opportunities, challenges, and short- and long-term actions related to successful growth in Latin America in the coming years.



Zócalo

In addition to serious learning and conversation, the Mexico City atmosphere gave attendees the chance to enjoy traditional Mexican delicacies and pay visits to well-known historical landmarks such as "El Zocalo," once the main center of the Aztec capital Tenochtitlan.

Cortec® is grateful for the meaningful engagement provided by participants of the Latin America Sales Meeting and looks forward to hearing their future success stories at the next Latin America Sales Meeting in Lima, Peru, in April 2017!

Cortec® Corporation is the global leader in innovative, environmentally responsible VpCI® and MCI® corrosion control technologies for the Packaging, Metalworking, Construction, Electronics, Water Treatment, Oil & Gas, and other industries. Headquartered in St. Paul, Minnesota, Cortec® manufactures over 400 products distributed worldwide. ISO 9001, ISO 14001, and ISO 17025 Certified.

