



# NEWS ALERT

## Cortec® Corporation Sees Record Attendance at 2016 Asia Sales Meeting!



The Cortec® team was pleased with a record attendance in Shanghai this October at the 2016 Asia Sales Meeting. Attendee engagement was strong, and the event was regarded as one of the best Asia Sales Meetings ever. The group included 56 people from 15 countries and regions around the world, from as near as China to as far as Australia, New Zealand, India, the Middle East, and the U.S.A. Some individuals

were new distributors who had recently signed up with Cortec®, while others were successful distributors ready to share the wisdom and experience of 30-plus years.

Attendees enjoyed getting to know one another at a reception the evening of October 19<sup>th</sup>, followed by a full day of presentations and networking. Speakers included Jessi Meyer (VP of Sales, Asia/MCI®/Additives) sharing Chairman Boris Miksic's vision for Cortec® in the Asia Pacific region in the next few years leading up to 2020. Bob Boyle shared the forward looking strategy of Cortec's VP of Sales, Cliff Cracauer, and also gave a presentation on the work of Cortec® Global Services. Ming Shen, from Cortec® Research and Development, introduced new products. Mike Gabor discussed Cortec's Global Accounts program, which relies on select distributors to help Cortec® ensure high quality total service in all locations where major Cortec® customers operate globally. An awards ceremony also took place to recognize the top 10 distributors for the Asia-Pacific region.

The final day of the meeting (October 21<sup>st</sup>) featured an MCI® workshop and a time for distributors to share case studies from their own selling experiences. A breakout session gave attendees the opportunity to brainstorm on strategies for reaching Cortec's important Year 2020 sales goal.

A special part of regional sales meetings is the opportunity to experience local culture, so after lunch, attendees were welcome to explore parts of Shanghai on a bus tour organized by Michael Qiu. A visit to Xin Tian Di historic district offered a glimpse of Old Shanghai amidst a region of modern skyscrapers, while dinner at the traditionally-styled Lu Bo Lang restaurant, in Yuyuan area, gave the group a taste of authentic Chinese food.

In the end, the Asia Sales Meeting was a great way not only to learn about new developments at Cortec® but also for distributors to get to know one another and learn from each other's experiences. As Jay Zhang, Technical Sales Manager, commented, "This regional sales meeting really provided this platform for people to learn from each other and learn the best practice . . . to sell our product, to provide the best solutions to the customer."

As valued distributors return home, Cortec® looks forward to seeing how those solutions will expand to even more customers in the two years leading up to the next Asia Sales Meeting!

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.

