



NEWS ALERT

Cortec® Middle East Hosts "How to Grow your Cortec Business"!



Cortec® Middle East held its 1st Annual Meeting in Dubai on June 11th and 12th with the theme “How to Grow your Cortec® Business”. Twenty five individuals attended from the USA, Saudi Arabia, UAE, Oman, Jordan, Egypt, Libya, and Bahrain.

This two day interactive event was held to develop the knowledge base of our partners as well as create alignment between Cortec® and its partners in line with its vision to position Cortec® as one of the most respected corrosion solution providers in the Middle East.

The first day focused on the preservation of material during manufacturing, pre-commissioning, storage, and operational interruptions. Distributors were encouraged to share their success stories creating a climate of learning, belonging, cooperation, and engagement; with Kanoo Group (UAE) winning the Award for “Best Success Stories”. Their presentation included preservation of steel beams at Emirates Steel, offshore platform caisson legs, and chillers at a district cooling plant. Special attention was paid on presenting the ideal sales approach and cycle required when offering Cortec’s corrosion protection solutions.

Recognizing the importance of a high performance team to delivering results, Tricia Evans (the UAE’s 1st business coach) ran an interactive session entitled “Be Successful on Purpose”. This included an insightful and entertaining exercise that mapped the team’s dynamic motivation and behavioral patterns.

The second day started with hands-on training that included the handling and application of various Cortec® materials as well as a preservation competition. Four teams developed preservation methodologies and wrapped steel molds with Milcorr®. The winning team was named “Shrink Wrappers of the Year”.

Corrologic® engineered systems were the focus of the last session; Khalil Abed delivered a thorough training on the market and technology. Corrologic® is Cortec’s fastest growing application and Cortec® intends to position it as the methodology of choice for protecting the underside of tank bottoms against soil side corrosion.

Cortec® Middle East concluded with participants feeling connected, energized, well informed, and achieved its objectives of welcoming and bringing into the fold the newest members of the Greater Cortec® family. The next annual meeting is already in the planning and is scheduled for January 2015. Awards will include the Distributor of the Year Award - so the race is on!

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.

