



# NEWS ALERT

## Cortec® Latin America Sales & Strategy Meeting - Medellin, Columbia (October 25-27, 2014)



The 2014 Latin America Sales & Strategy Meeting was a fundamental step toward the growth of this region's business as well as building stronger relationships among Cortec's distributors. The meeting was hosted at the Intercontinental Hotel in Medellin, Columbia - attendees included sales partners from Brazil, Chile, Colombia, Ecuador, Panama, Peru, and Venezuela.

The two-day meeting offered a unique opportunity for the attendees to share experiences from their different countries. In this regard, the group especially appreciated the presentation given by Eng. William Bolivar, President and CEO of Energia Integral Andina Colombia, who illustrated key projects in Colombia and Panama. The meeting was very productive and beneficial to discuss the Cortec® product applications covering multiple markets and industrial sectors. In this current and crucial period of Latin American development and economic growth, the meeting allowed for sharing and elaboration of ideas and strategies aimed at strengthening communication, and synergy, among our Sales Partners.

Finally, the group was able to enjoy the truly colorful and fine Colombian "taste of life" while sightseeing in Medellin. "La Ciudad de La Eterna Primavera" (The City of The Eternal Spring) was seen aboard a traditional "chiva rumbera," a bus originally used by farmers to bring their produce and animals to town; which is now used for groups to have a good time dancing to the contagious sound of merengue, ballenato, rumba.... The 2014 Latin America Sales & Strategy Meeting was an unanimously acknowledged success! It has provided all attendees with new ideas, fresh energy, and tirelessly growing commitment and enthusiasm!

Muchas Gracias a todos por vuestra valiosa y cariñosa participacion !

See you again at the Cortec® World Sales Meeting in 2015!

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.

