



NEWS ALERT

Asia-Pacific Sales & Strategy Meeting Generates Excitement, Insight



The 2018 Asia-Pacific Sales & Strategy meeting was a time of energy and insight as Cortec® distributors from a dozen countries around the Asia-Pacific and beyond gathered together November 8th-9th in Shanghai, China.

Cliff Cracauer (VP of Sales) shared an inspiring corporate update and vision for success looking to 2020 and beyond. Jessi Meyer (VP of Sales, Asia/MCI®) presented on Cortec® Marketing, as well as on MCI®, its impressive growth last year, and the typical long-term MCI® sales life cycle that requires patience in working to establish specifications with engineers. Jay Zhang (Technical Sales Manager) covered new Cortec® products released in the last two years and received a positive response from several distributors eager to share specific products with customers they already had in mind. As usual, Cortec® also presented awards to the top 10 distributors in the region based on sales since the last Asia-Pacific Sales Meeting in 2016.



In addition to communicating updates to distributors, Cortec® saw the gathering as an important time to learn from regional distributors and enable regional distributors to learn from each other. Cortec® facilitated this knowledge-exchange by having several distributors share their own success stories of growing business using Cortec® products to meet the corrosion control and prevention needs of end users.

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 and ISO 14001 Certified, and ISO 17025 Accredited.





The breakout session on Friday was another major highlight for knowledge sharing, as Cortec® asked distributors to divide into five groups to discuss what kind of support they would like to see from Cortec® in the Asia-Pacific region. Report-back time prompted a very insightful, interactive discussion with the whole group. One of the major takeaways was that distributors would like to meet together more often, prompting Cortec® to consider offering more frequent training and knowledge exchange opportunities in the region.



The gathering was not without sightseeing enjoyment as the group took a boat tour Friday evening on the Pujiang River. Thanks to the first ever China International Import Expo occurring simultaneously, the skyline was brilliantly lit, providing a fantastic vista for tour participants. The week concluded with an excursion to the traditional village of old Shanghai on Saturday.



Overall, the 2018 Asia-Pacific Sales & Strategy Meeting was an excellent time of connecting with Cortec's integral network of Asia-Pacific distributors. The energy level and excitement from learning and working together was a very positive outcome that Cortec® was pleased to facilitate and hopes to encourage more often in the future.