



**CORTEC**  
CORPORATION

Environmentally Safe VpCI®/MCI® Technologies

August 6, 2004

**NEWS ALERT!!!**

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### **Cortec Corporation Holds Distributor Meeting in Yantai, China**

The Cortec China Distributor Meeting took place on the 29<sup>th</sup> and 30<sup>th</sup> of July, 2004. On hand were most distributors from Taiwan, Hong Kong, and different regions of Mainland China and Boris Miksic, the President and CEO of Cortec Corporation.

The meeting was organized in a “round-table style” to ensure maximum interaction and openness to stimulate sharing ideas and experiences. The discussions were lively and constructive with a great deal of energy and excitement, covering almost every aspect of the marketing and sales of Cortec products in China.

Boris stated that Cortec will make every possible effort to help expand the market both in terms of applications and sales volume. “Let’s work together,” Boris said, “to have China reach the aggressive goals set for Cortec product sales by the end of 2005.” Boris also introduced Cortec’s “20, 20, 20” rule; to increase sales and new product introduction by 20% every year while reducing costs by 20%! The attendees decided that the 20 percent increase in sales per annum shall be their goal for the growth in the Chinese market as well.



Also, additional Cortec literature will be translated into Chinese to better utilize the vast Cortec database. It will include product information, PDS, MSDS, case histories, technical papers, etc..

At the end of the meeting, everyone agreed that the gathering was very helpful and synchronized the thoughts and actions of both the parent company and the distributors in order to create a much more robust and fast growing market in China, and it shall be held regularly every year.

Special thanks to Michael Qui, Cortec General Manager for China and Taiwan along with our host distributor, Yantai Rollmex for doing a fine job in organizing this event! Michael did outstanding job as our Chinese/English Interpreter!



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