

NEWS ALERT



Cortec® Asia Sales Meeting Renews Connections & Vision for Future



It was a pleasure to reunite with Cortec® Friends & Family at the 2023 Asia-Pacific Sales & Strategy Meeting in November! A strong group of approximately 50 Cortec® employees and distributors gathered to learn and be inspired by the November 8th-10th event at the Grand Copthorne Hotel in Singapore. At least 14 nations were represented as attendees traveled from nearby countries such as Malaysia, Indonesia, Brunei, Vietnam, and Thailand; as well as the farther regions of Australia, China, Taiwan, Korea, Japan, India, and even Nigeria! Nevertheless, a cheerful and enthusiastic forward-looking attitude bonded all together in a common mission.



After introductions, Cliff Cracauer (EVP Sales & Marketing) gave a state of the company address, and Bob Boyle (VP Integrity Management & Preservation Solutions) explained Cortec's Asia-Pacific Support Strategy. An award ceremony followed with special recognition for sales, growth, and project achievements. The Case History session was a great time to hear where and how distributors have been using Cortec® Technology in India, Korea, Australia, and China. The agenda for the day concluded with a delicious spread of Asian cuisine for dinner at the Grand Shanghai Restaurant. The following day, Jessi Meyer (VP Technical Sales & Product Management) shared product updates and marketing successes, Eric Uutala (Technical Sales & Product Manager) gave a global update on CorroLogic®, and attendees enjoyed open topics and breakout sessions.

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.





Perhaps the biggest highlight of the meeting was the opportunity to spend time together after the separations and stressors of the pandemic. Jay Zhang (Director of Business Development), newly returned for his second tour at Cortec®, reflected that “every handshake, hug, toast and . . . ‘hello’ meant that the Cortec® family members are reunited from all the corners of this region . . . and we are back to do what we do the best [as] a group and family.” He noted that Covid came and went, but corrosion stayed and in some cases worsened. The ability to travel stopped temporarily, but Cortec® and its distributors remained willing to serve. New strategies and products were developed in the meantime, while Cortec’s brand recognition and the quality and reliability of preservation solutions remained strong. “We are on a brand-new page now and each . . . Cortec® family member is excited and energized to get back on track and partake in the venture Cortec® set out [on a] half century ago,” Jay concluded.



Thanks to every one of you who made the effort to join us in Singapore. It was great to reconnect and renew our vision for the Asia-Pacific region. We look forward to accomplishing our mission together!

Couldn't attend the meeting? [Contact us for other opportunities to connect!](#)

Keywords: Cortec, Southeast Asia, Cortec Asia Sales Meeting, corrosion solutions, recovering from the pandemic, CorroLogic, rust prevention companies in Asia, Cortec distributors in Asia, Cortec Technology, corrosion inhibitors



