



NEWS ALERT

Cortec®, CME, & ACI Get Ready for Middle East Construction Boom



Cortec's MCI® Technical Sales & Market Manager, Ash Hasania, was honored to join Cortec® Middle East (CME) at the ACI (American Concrete Institute) Middle East Conference-2023, November 28th-29th in Riyadh, Saudi Arabia. CME was a gold sponsor for this well-organized and well-attended event, which sold out weeks in advance. With so many construction opportunities currently on the horizon in the Middle East, it was an exciting time and place to bring MCI® solutions in front of key industry players, including engineers, ready-mix companies, academics, and government representatives.



Ash traveled to the region to support CME, to network, and to evaluate forthcoming MCI® needs in the Saudi market. At ACI, he spent most of his time helping with the CME booth, where he stayed busy answering technical questions, listening to end user needs and feedback, and getting to know attendees' level of familiarity with MCI® Technology to mitigate corrosion in reinforced concrete. Ash also had the chance to attend some technical sessions.



Saudi is in the early stages of an expected construction boom, fueled by giga projects and the upcoming EXPO 2030 and World Cup 2034 Saudi Arabia will be hosting. This expanding demand for construction in a harsh environment will require much more education on topics like those addressed at ACI: concrete building codes, sustainability, innovations, and more. It will also open the door to many more situations where Migrating Corrosion Inhibitors will be needed to help build lasting, sustainable structures.

Cortec® and Cortec® Middle East look forward to being of further service as these projects arise. [Contact Cortec® to learn more about MCI® Technology and its role in extending concrete service life.](#)

Keywords: ACI Middle East, Saudi construction boom, giga projects in Saudi, MCI, Cortec MCI, Migrating Corrosion Inhibitors, concrete corrosion inhibitors, corrosion inhibitors for concrete, sustainable construction, American Concrete Institute

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