



Cortec® Europe Sales Meeting 2025: Strategy, Success, and Stellar Team Spirit in Croatia!

The **Cortec Corporation® European Sales & Strategy Meeting 2025** was successfully held, spanning two unique Croatian locations: the capital city of Zagreb and Beli Manastir in the beautiful Baranja region. We welcomed over 50 attendees from Europe, Asia, and the USA for three unforgettable days of strategy and fellowship. The event took place from September 24th to 26th at the legendary Westin Hotel in Zagreb and the Patria Hotel in Beli Manastir.



Strategy and Sessions

The meeting kicked off with a welcoming party at the Westin Hotel. The following morning, participants gathered for a busy day of sessions. Cortec's CEO, **Boris Miksic**, delivered the welcoming speech and a kick-off presentation alongside **Ivana Radic** (VP of Sales for Europe) and **Dijana Zrinski** (General Manager of EcoCortec). They placed a special emphasis on circular economy and military equipment preservation.

Numerous presentations followed, with speakers sharing their forecasts, new projects, and achievements. Key sessions included:

- **Ivana Radic's** address on Cortec's **Sustainable Corrosion Protection in Europe**.
- Presentations by **Cliff Cracauer** (Cortec's Vice President of Sales) and **Dijana Zrinski**.



The highly collaborative sessions focused on key strategic growth areas, including equipment preservation for global OEMs, advancements in Diesel Engine and ESD applications, and global brand development. Lively discussions and an in-depth review of global trends and future plans allowed all participants to exchange valuable experiences. The meetings also featured many interesting case histories presented by Cortec's distributors and partners.

Awards and Zagreb Excursion

The event's agenda featured a major highlight: the "Best European Distributor Award" ceremony. Our long-time Swedish partner, Tribotec, secured the first place for their excellent sales results performance across both Cortec® and EcoCortec® product lines. They were closely followed by Presserv and Carte Dozio, who also showed excellent results for both companies. We extend our warmest congratulations to all the winners for their exceptional work! A truly special moment, however, was the presentation of the German Packaging Award 2025 for "Sustainability - Overall Concept." Team Jakob Schober was on hand to personally present this prestigious award to Boris, recognizing both EcoCortec® and Jakob Schober GmbH for this significant achievement in sustainable packaging. This prestigious recognition highlights efforts in establishing a practical and effective closed-loop recycling system for its green VpCl® corrosion protection films and bags.

Following the hotel sessions, guests were invited to visit the new Cortec Zagreb offices located on the city's hills. They enjoyed beautiful views of the city and Sljeme mountain,



Zagreb's oasis of fresh air, lush forest, and favorite hiking and ski resort. The day concluded with dinner at the famous **Lagvić restaurant**, where a live *tamburaši* band kept everyone singing and dancing late into the night

Baranja Plant Tour and Wine Harvest

The next day, our guests were taken to Beli Manastir in the eastern Baranja region. They were given a comprehensive tour of the EcoCortec plant, including the new reprocessing facilities and the modern laboratory. The afternoon provided a unique local experience: guests participated in a grape harvesting activity at Boris and Ines Vinohill vineyard, followed by an authentic wine tasting at the Vinohouse Wine Cellar. This busy and adventurous day was perfectly closed with a delicious dinner back at the Patria Hotel, where more live music ensured a memorable end to the event.

All participants enjoyed the networking opportunities and felt the event was a great success, not only from a strategic perspective but also for building strong relationships among our international team. We're excited to implement the discussed strategies and look forward to meeting again in 2027!

