

# NEWS ALERT



## IMOX Expo Marks Historic Moment for Cortec® in Southeast Asia



The Indonesia Marine & Offshore Expo (IMOX), July 31<sup>st</sup>-August 2<sup>nd</sup> in Batam City, Indonesia, was a historic moment for [Cortec®](#)—our first time exhibiting as a company in Southeast Asia! We are grateful for local distributors who have represented the Cortec® name at a variety of regional trade shows up to this point and are excited to now be taking another step forward in the growth of our Cortec® Southeast Asia (CSEA) base in Singapore and beyond.



Batam City is only an hour away from Singapore by ferry, so it was not hard for our CSEA team to make the commute to IMOX, where they were joined by our distributor Ms. Kho Hui Cu of PT. Tripiranti Maju Jaya (TMJ) of Indonesia. During the expo, Ms. Kho served as an indispensable bridge builder between CSEA and local Javanese and Bahasa speakers who wanted to know how VpCI® technology works and how it can benefit them.



Located just 72 miles (116 km) from the equator with an average rainfall of 103 inches (2,616 mm) annually, Batam is hot and humid year-round, creating a perfect incubator for corrosion. Its coastal environment and free trade zones make it home to many shipyards, FPSO construction sites, and manufacturing facilities in need of corrosion solutions. As a result, it was not surprising that the Cortec® booth was busy all three days of the show.

Several days after the expo, Cortec® visited the Batam branch of a well-known international manufacturing company to provide corrosion trouble-shooting advice on assets stored outdoors near the ocean. Ms. Kho accompanied Jay Zhang (Director of Business Development) for the site visit, where the goal was to help the plant improve its outdoor asset storage plan and keep components ready to put on the assembly line at a moment's notice.



After recently connecting with distributors and clients from Thailand, Malaysia, Taiwan, and China, it was great to add our friends in Batam to the list at a milestone moment. We look forward to ongoing collaboration with those in the region and encourage you to [reach out to us with your ideas and questions!](#)

**Keywords:** IMOX, Cortec, Southeast Asia, corrosion, Cortec activities in Asia, solutions to corrosion, VpCI, asset preservation, asset storage plan, FPSO corrosion

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.

