



# NEWS ALERT

## “GROWING TOGETHER”

### Cortec’s Latin America Sales and Strategy Meeting



Buenos Aires, Argentina’s historic and glamorous capital, was the ideal site for Cortec’s October 25<sup>th</sup>-27<sup>th</sup> Latin America 2018 Sales & Strategy Meeting, where we celebrated significant achievements.

Our full team of distributors from the region was present, representing Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, Mexico, Panama, Peru, Uruguay, and Venezuela; Cortec® USA was represented by Cliff Cracauer, Dario Dell’Orto, and Spencer Taylor.



The day-and-a-half meeting started with Cliff Cracauer, VP of Sales, updating the group about Cortec’s general situation, including the investments and innovations being made at its various manufacturing plants around the world.

The session continued with all distributors giving presentations on their current situation, successes, and challenges in their respective markets. After this, Dario Dell’Orto, VP International Sales, shared 2018 fiscal year results and presented 2019 objectives and strategies. It was an honor for him to report that 2018 showed record sales for the region. It was particularly noteworthy to see significant sales increases achieved by specific countries such as Ecuador, Chile, and Colombia.



The morning session concluded with an awards ceremony, which gave special recognition to the very deserving winners—and in essence to the entire group, since this has been a very successful year thanks to the “belief, commitment and passionate dedication” of the whole Latin America team.

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.





In the following sessions, it was very fruitful to learn each other's "best practices," including strategic approaches implemented in different countries and in a wide variety of industrial applications. New products and new marketing tools were also presented. Finally, the group had the opportunity to have not only a general information-sharing session, but also a time to discuss similar opportunities and/or challenges on a one-on-one basis.



Without a doubt, the cohesion of Latin America's Cortec® team has significantly increased and improved both qualitatively and quantitatively in terms of communication throughout the years. The meeting clearly showed the strength of the whole team and the solid link and loyalty between Cortec® headquarters and management in the various countries of Latin America. This in itself demonstrates the reason of this year's great sales achievement and fuels additional energy, inspiration, and motivation to continue on this path in the same manner...GROWING TOGETHER!!



Dario Dell'Orto commented that the final event with extraordinary dancers, unforgettable music, and lyrics in the colorful atmosphere of the "Madero Tango" show provided an appropriate and joyous closing to the sales meeting, allowing the Cortec® Sales family to celebrate the happiness and gratitude of working together and sharing true friendship with each other.

Special thanks are extended to Lucia Middonno and Lara Nichols for their extended effort in carefully organizing all the logistics. It was absolutely perfect—"muchas gracias."

The next Latin America Sales & Strategy Meeting will be held in conjunction with the Cortec® World Sales Meeting October 2019 in St. Paul, Minnesota



