



NEWS ALERT

2023 Latin America Sales Meeting: Renewed Commitment and Continued Achievements!



After the long pandemic “pause,” it was a pleasure to see all major Cortec® distributors of Central and South America at the 2023 Latin America Sales Meeting (LASM) in early October! More than 40 participants from Argentina, Brazil, Chile, Colombia, Ecuador, Panama, and Peru gathered with enthusiastic commitment in Florianopolis, Brazil, for the event organized by Cortec® Headquarters and led by Cliff Cracauer, Executive VP of Sales & Marketing, and Dario Dell’Orto, VP of International Sales.

As is the longtime tradition at Cortec’s Regional Sales & Strategy Meetings, the two-day agenda opened with Cliff Cracauer featuring the company’s current worldwide results, major technological investments, and—most importantly—key new strategies for the upcoming years. Dario Dell’Orto summarized sales results in the region, highlighting the strengths, weaknesses, and opportunities that all participants shared and agreed to pursue. Equally important was the recognition of sales results, not only for the “Three Best Distributors of the Year,” but also for the three distributors who achieved “The Highest Best Sales Growth vs the Previous Year.”



A significant part of the meeting focused on presentations by Cortec® distributors about the application of Cortec’s technology and products all over Latin America in many different industrial segments. It is worth mentioning that out of these 30+ “best practices,” there were several brand-new products and products used for the first time, as well as innovative, complex applications. The meeting agenda also covered a variety of other business aspects, including marketing and communication, new product updates, and special opportunities in the oil and gas industries.

A great highlight of the LASM was the excellent knowledge-sharing among all participants, especially a significant group of new attendees from different countries. Moreover, the intrinsically joyful Brazilian attitude and atmosphere were a fantastic “catalyzer” to promote an authentic encounter and collaborative spirit that were much appreciated by all attendees. Without a doubt, the meeting helped cement the strong will and determination to properly face, endure, and win all future challenges.

Special thanks to CorrBrasil for the perfect choice of Florianopolis, capital of the State of Santa Catarina, for the location of the LASM and for their excellent support organizing all the logistics, lodging, and transportation.

The next LASM is scheduled for 2025 in Chile!

Keywords: Latin America Sales Meeting, Cortec, Cortec distributors, corrosion, Cortec in Central America, Cortec in South America, oil and gas industry corrosion, CorrBrasil, corrosion protection, corrosion inhibitors



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.



