

NEWS ALERT



Face to Face at World of Concrete 2022



The World of Concrete (WOC) was a great opportunity for many of us to not only escape the snow and cold of our home environments, but also to see the whole MCI® team and some of our distributors and reps face to face once again! The excitement of being back in person January 18th-21st in Las Vegas was visible among the audience, which, although smaller than pre-COVID shows, was noticeably larger than the June 2021 WOC when construction season was in full swing.

As usual, the MCI® Lunch & Learn was packed with discussion about MCI® business strategies, challenges, market changes, and industry reception, as well as product updates and relevant case histories. Business aside, our reps and distributors had time to relax and attend “WOW - The Vegas Spectacular,” to be entertained by acrobats in a theatrical setting.

WOC also brought opportunities to talk with current and potential customers—some of whom seemed genuinely interested in learning about MCI® Technology for the first time. Another potential benefit of the conference was connecting with material suppliers who may be helpful resources for future R&D efforts.

Although we missed the presence of our international distributors this year, it was great to see those of you who were able to attend from Alpine Summit Enterprises, JN Lucas & Associates, M2, and SMART. We were happy to be together once again, and we look forward to seeing even more of you next year at WOC 2023!

Keywords: World of Concrete, WOC2022, Cortec, MCI, Cortec MCI, From Grey to Green, construction industry, concrete repair, construction season, Cortec distributors



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