

# NEWS ALERT



## Cortec® South American Sales And Strategy Meeting.



The Cortec® Corporation South America Sales and Strategy Meeting was held on September 10-11, 2012 in Vitoria, Brazil.

Thirty-two attendees came from Argentina, Brazil, Chile, Colombia, and Ecuador. Anna Vignetti and Dario Dell'Orto, Vice President of International Sales, from Cortec® Head Quarters also attended.



The meeting offered the opportunity to introduce to Cortec® South America Distributors and Representatives and several Brazilian Company attendees the newly formed Presserv do Brasil, a joint venture between Cortec® Corporation (USA) and Presserv (Norway). Presserv do Brasil, located in Vitoria, will focus on the Oil & Gas market in addition to Cortec® traditional business in several industrial sectors of the Brazilian market.

The sharing of sales results and the exchange of technical experiences and case histories across South America was particularly useful and appreciated by all attendees, especially the new Brazilian network of distributors.



A specific session was devoted to strategic plans and future actions essential to maintain and increase the relevant growth already achieved, as well as to enhance Cortec's South America footprint in excellent corrosion prevention.

As part of the Latin America joyful spirit, the group celebrated old and new friendships. The richness of the multicultural and colorful -Spanish, Portuguese, 'portuñol', English- blend of languages and the exquisite Brazilian gastronomy were enjoyed by all.