

# NEWS ALERT

## Cortec® European, Middle East, North Africa Sales Meeting 2010 - Another Milestone



Cortec's Sales and Strategy Meeting was held October 14 & 15 in Madrid Spain, marking another Cortec® achievement. A record attendance was recorded with 60 Distributors from 52 countries in Europe, the Middle East and North Africa participating. The meeting was hosted by Quimilock S.A., a long time Cortec Distributor and Licensee and was held at their new modern, elegant headquarters; real evidence of their business success with over 20 years of dedicated and professional activity with Cortec®. Quimilock's President, Enrique Nieto and his team gave an excellent demonstration of their efficient organization which accompanied the exquisite Spanish kindness and hospitality.



Boris Miksic, Cortec® President and CEO, opened the general session with the traditional State of the Company address, followed by the Sales & Strategy Review presented by Anna Vignetti, Ivana Borsic, and Dario Dell'Orto. The review highlighted the remarkable European sales increase in 2010 versus challenging 2009. The corresponding awards were given to the top sales partners. It is worth mentioning that the EcoCortec® Manufacturing plant in Beli Manastir (Croatia) generated over a million US dollars in sales as a source of supply to the different European markets.

In addition to the presentation of "New Products" which focused on "Green Products" there were multiple seminars addressing a wide variety of successful industrial applications featuring Cortec® corrosion protection. A general round-table discussion concluded the two-days meeting, highlighting the group's strategic priorities and future actions to be implemented.



Finally, Madrid charmed the group with its late fall sunny days and mild nights. On Thursday, during the dinner at "El Corral de la Moreria," all attendees savored traditional and appetizing Spanish delights and the extraordinary flamenco music and dancing was the golden touch for a meeting to remember!

Cortec® would like to convey profound appreciation to all our sales partners for their continued loyal and tireless active contributions, the cornerstone for continuous growth and world leadership. A special thanks to many others for their valuable support in the preparation and realization of this event. We are looking forward to the next European and Middle East Meeting in 2012.

Cortec® Corporation is a world 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 & ISO 14001:2004 Certified.

