

PAM France to participate at Automechanika Gulf in Dubai

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It was an intelligent business idea that formed foundation for the success of PAM France; Indeed, PAM France was the first enterprise to export automotive spare parts from France to Algeria.

Supplying a comprehensive range of components, the enterprise has established itself as one of the leaders in its market segment. PAM France is as well developing business in the Middle East through its new subsidiary of Jebel Ali Free Zone in Dubai, PAM France FZE.

The location of the head office in Marseille is a key position as trading with Algeria is easier due to the short distance between Marseille and Algeria. In 2006, PAM France set up a branch in Dubai, the new Middle East trading platform. In fact, French cars are really popular in some neighbour countries, such as Lebanon, Syria, Turkey... PAM France is as well having a brand new showroom in the heart of the spare parts district of Dubai.

The company supplies more than 10000 different spare parts for passenger cars and heavy trucks. The portfolio is made up of electrical parts, cooling systems, brake systems, engine parts, suspension and steering components, bearings... By constantly adding new products, the company remains up-to-date and is able to supply parts for the latest models.

Operating warehousing facilities are covering an area of 9000 m² in Marseille and 3500 m² in Dubai. A large number of products are permanently in stock. Consequently, all spare parts are available at short notice and can be shipped within just a few days. In order to ensure that the products satisfy the requirements and the evolution of the individual markets, four different brands have been set up under the CFA umbrella:

- CFA France.
- CFA Germany.
- CFA Japan.
- CFA Korea.

Those brands are promoted in North Africa, Middle East, Eastern Europe, Libya, Egypt, Ivory Coast, Burkina Faso, Nigeria... targeting professional importers of automotive spare parts. The aim is to be close to the markets and ensure product availability at all times. Mr ALLOUI is proud of supplying excellent quality products at good prices.

The market know-how has enabled the company to set up a logistics plan that guarantees trouble-free delivery. Taking care of custom procedures, international freight and monitoring all deliveries, the company makes sure that everything is carried out properly. Regardless of the shipping method, by air, sea, truck, PAM France provides efficient transport logistics for any destination.

PAM France will exhibit for the 5th time at Automechanika Gulf exhibition in Dubai (May 31st - June 2nd, 2009).

(AME Info)