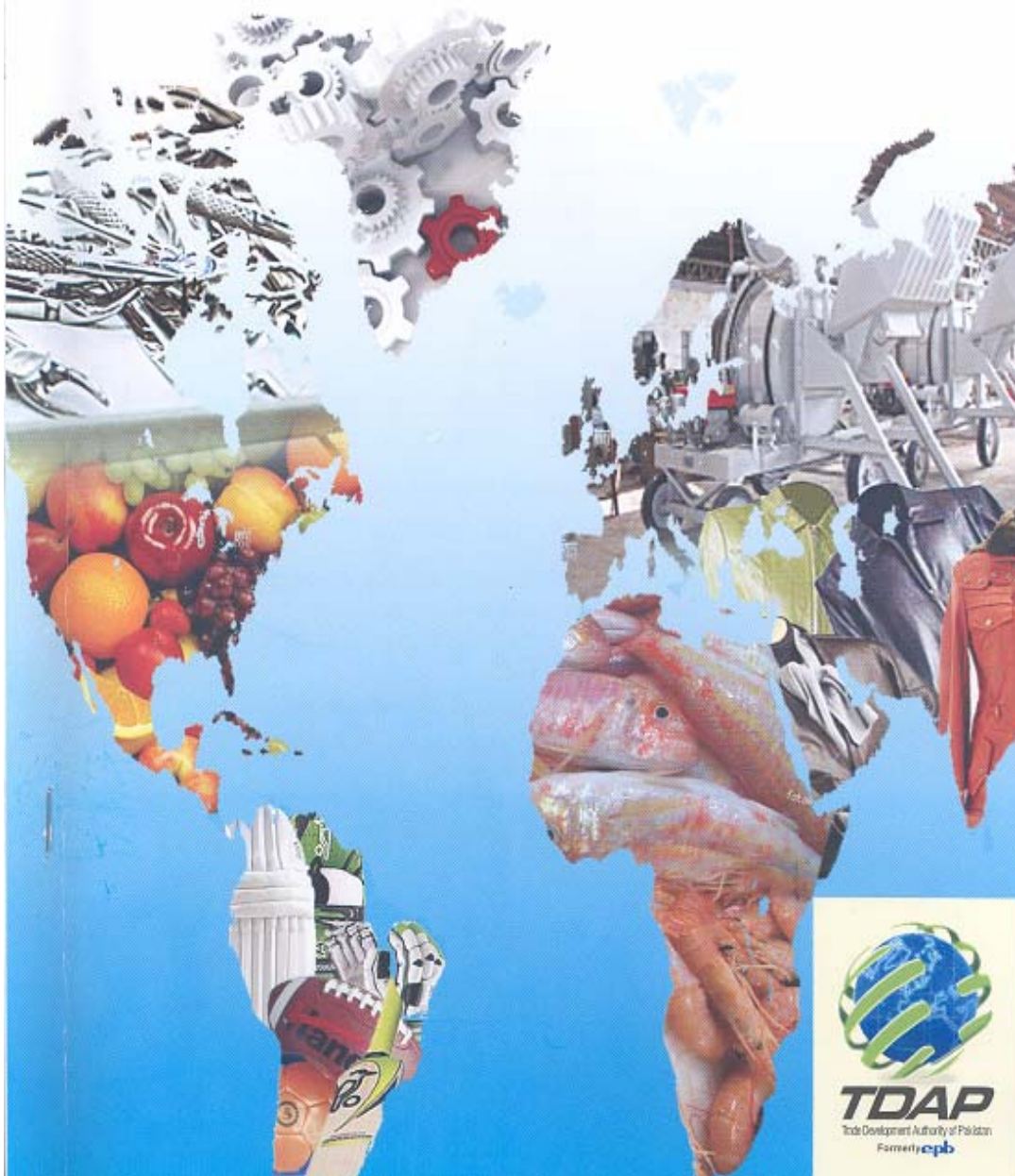


[www.tdap.gov.pk](http://www.tdap.gov.pk)

# ExportNews

Trade Development Authority of Pakistan



" TDAP Can  
Provide a List of  
Importers for any  
Country for any  
product at I&C  
Karachi"

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### *GENERAL INFORMATION*

#### ⊕ Major Indonesian importers' Companies

Trade Development Authority of Pakistan, Government of Pakistan has received a list of Indonesian companies which are dealing with import of various items.

Interested parties may obtain the above information from Export News Section.

#### ⊕ New Premises of Consulate General of Pakistan, Hong Kong

The Consulate General of Hong Kong is being shifted to new premises.

New address, telephone and fax numbers of the Consulate General of Pakistan, Hong Kong are as under:-

Consulate General of Pakistan,  
Rooms 3505-6,  
Two Chinachem Exchange Square,  
338 King's Road,  
North Point,  
Hong Kong  
Tel: 28271966, 28270681, 28270295  
Fax: 28276786  
E-mail: [parephk@netvigator.com](mailto:parephk@netvigator.com)  
URL: [www.pakconhk.com](http://www.pakconhk.com)

#### ⊕ Introduction of Flame Retardant Fabrics & Retardant Protective Products

M/s. Sunray Overseas Ltd. on behalf of RO Group (China) Ltd., has been introduced as importer of Flame Retardant 'X-Fiper' Fabrics & Retardant Protective Products.

Interested parties may obtain the complete information at the following given address:-

Francis Chan / Alex Leung  
Sales Manager  
SRO Group (China) Ltd.,  
Sunray Overseas Ltd.,  
Unit 1903, 19 floor,  
Tung Wai Commercial Building,  
No. 109-111 Gloucester Road,

Wanchai,  
Hong Kong  
Tel: 852-28668232  
852-28667289  
Cell: 852-93201980, 852-92879488  
E-mail: [francis.chan@sro.hk](mailto:francis.chan@sro.hk),  
[alex.leung@sro.hk](mailto:alex.leung@sro.hk)

### *FAIRS AND EXHIBITIONS*

#### ⊕ RESALE 2010, Karlsruhe - Germany

16<sup>th</sup> International Trade Fair for used Machinery & equipment is being held in Karlsruhe – Germany from 21<sup>st</sup> to 23<sup>rd</sup> April 2010.

RESALE has been the world's leading trade fair to focus exclusively on the market for used machinery and equipment. RESALE reflects the global market for used machinery in every sector.

#### Advantages of RESALE

A strong demand side permeates the atmosphere at RESALE – even and, in fact, especially against the difficult backdrop of the global financial and economic crisis. Companies from industrializing countries are buying in greater volume and forcing their way onto the global stage. There is also broad support from development aid organizations. Even industrialized countries are putting their trust in high quality used equipment in ever greater numbers.

#### The Advantages of Services

In today's used machinery market, services are much more than just a product add-on. You will find the full spectrum of professional services at RESALE: auction houses, upgrades and retrofitting of machines, specialist freight forwarders, dismantling and reassembling, financing leasing and valuation services.

For further information interested parties may contact directly at the following given address:

Hess GmbH.  
Lonigsberger Str. 2.  
76356 Weingarten. Germany.  
Tel. + 49(0)7244/70 75-0  
Fax. + 49(0)724470 75-50  
E-mail: [info@resale-germany.com](mailto:info@resale-germany.com)  
URL: [www.resale-germany.com](http://www.resale-germany.com)

## Export News 2010

### LIST OF MAJOR IMPORTERS OF AUTO PARTS & THEIR CONTACT DETAILS

Company / City / Tel / Fax / E-mail / Contact Person	Products
<b>AFICO</b> 75, rue des Oudayas - 20300 Casablanca Tel.: 022603765 -022 60 37 66 Fax: 0226021 62 Email: <a href="mailto:afico@wanadoo.net.ma">afico@wanadoo.net.ma</a> M. Mohammed Salaheddine Lahlou, Manager	Import and distribution of spare parts
<b>ATLAS REGON PNEUS</b> 263, Rue Bachar, Q.i. la Patrieuse, avo Essaadyine - 50000 Meknes Tel.: 035 521145 -035 52 20 83 Fax: 035 51 4389 Email: <a href="mailto:atlas1@menara.ma">atlas1@menara.ma</a> M. Omar Chaari, Manager	Import and distribution of spare parts
<b>ASSIDON</b> 24, bd Khouribga -20000 Casablanca Tel.: 022 30 1531 Fax: 022 30 41 76 Email: <a href="mailto:maxassidon@menara.ma">maxassidon@menara.ma</a> M. Sion Assidon Delegated; M. Kamal Lahbib; M. Jalal Najem, Managers	Import and marketing of automotive spare parts, workshops equipment
<b>ATLANTIC TRADERS</b> 788 720 Bd Med VI 20550, Casablanca Tel.: 022 81 3848 -022305084 Fax: 022 4455 19 -022 30 50 88 Email: <a href="mailto:atlantic.trad@techno.net.ma">atlantic.trad@techno.net.ma</a> M. Abdelouhabe Bnou Zahir; Mme. Mina Rghibi, Managers	Import of spare parts
<b>ATLAS PIECES AUTO</b> 8, rue de Sfax -ex Colmar -20000 Casablanca Tel.: 022 30 04 61 -022 44 37 33 -02231 2743 -02231 2605 Fax: 022 31 2334 -022 31 0965 Email: <a href="mailto:atlasauto1@atlasauto.ma">atlasauto1@atlasauto.ma</a> M. Abdelkrim Moamah, Manager	Import and distribution of automotive spare parts and trucks, tools
<b>AUTO-NEJMA MAROC</b> Route E1 Jadida r.p. 8, km.10 -20200 Casablanca Tel: 022 65 09 90 Fax: 022650825 Email: <a href="mailto:mmarketing@autonejma.co.ma">mmarketing@autonejma.co.ma</a> M. Mohamed Hakam; M. Zakaria Hakam; M. Faycal Benchekroun, Manager	Import of vehicles & spare parts
<b>AUTODISTRIBUTION MAROC</b> 7-9, rue Mohamed Diouri - 20000 Casablanca Tel: 022 30 44 95 Fax: 022 304020 URL: <a href="http://www.autodistribution.com/admaroc">www.autodistribution.com/admaroc</a> Email: <a href="mailto:admaroc@menara.ma">admaroc@menara.ma</a> M. Fouad Belemlih, Manager	Import and distribution of spare parts

## Export News 2010

<p><b>CARREFOUR UNIVERSEL</b> 117 Bis, bd Brahim Roudani -ex rte El Jadida -20100 Casablanca Tel: 022231337 -022231331 Fax: 022231331 Email: <a href="mailto:carrefouruniversel@wanadoo.net.ma">carrefouruniversel@wanadoo.net.ma</a> M. Ahmed Boussaid, Manager</p>	<p>Import and distribution of auto spare parts</p>
<p><b>CASA AUTO ACCESSOIRES</b> 118, Rue Chaoui -ex Colbert, Casablanca Tel: 022275624 -022 26 1640 Fax: 022 26 1640 Email: <a href="mailto:carrefouruniversel@wanadoo.net.ma">carrefouruniversel@wanadoo.net.ma</a> M. Lahcen TOLABE, Manager</p>	<p>Import of auto &amp; cycle spare parts &amp; accessories</p>
<p><b>CHERIFIENNE PIECES AUTO</b> 191, Bd Lalla Yacout, Casablanca Tel: 022 30 04 19 Hadj Brahim, Manager</p>	<p>Import and distribution of auto spare parts</p>
<p><b>COMAIR</b> 9, rue Faidi Khalifa -ex Lafayette -20000 Casablanca Tel: 022 302665 -022301460 -022305615 Fax: 022 30 22 07 Email: <a href="mailto:comair@iam.net.ma">comair@iam.net.ma</a> M. Moise Benlolo; M. Yankel Benlolo, Manager</p>	<p>and distribution of auto &amp; heavyweights spare parts</p>
<p><b>COMEPA</b> 48 Bis, route des Oulad Ziane -20300 Casablanca Tel.: 022442221 -022 44 22 23 -022 44 22 33 - 022442676 Fax: 022442679 Email: <a href="mailto:comepa@menara.ma">comepa@menara.ma</a> M. Said Michael, Manager</p>	<p>Import and distribution of auto spare parts</p>
<p><b>COMPTOIR DE L' AUTOMOBILE</b> 2, Rue Hamida Lakari, ex Celli, BP. 13992 – Casablanca Tel: 022 306043 -022 314407 -02231 5736 Fax: 022 31 0869 M. Abderrahmane Kandil, Manager</p>	<p>Import and wholesale of auto spare parts, tools and accessories</p>
<p><b>COPIMA</b> 359, pl. de la Victoire - 20000 Casablanca Tel.: 022 300505 Fax: 022 30 77 32 Email: <a href="mailto:copima@iam.net.ma">copima@iam.net.ma</a> M. Brahim Elhousni; M. Mohamed Elhousni, Manager</p>	<p>Import and distribution of auto spare parts &amp; accessories</p>
<p><b>COPRI</b> 34-35, bd d' Oujda, place des Marechaux, Belvedere - 20300 Casablanca Tel: 0224000 19 -022 40 00 24 -022400030 Fax: 022400033 Email: <a href="mailto:copri@menara.ma">copri@menara.ma</a> M. Ahmed Moamah; M. Ali Moamah, Manager</p>	<p>Import of spare parts</p>
<p><b>CUA</b> 30 -32, bd Khouribga -20000 Casablanca</p>	<p>Import and distribution of spare parts</p>

## Export News 2010

Tel.: 022 30 50 10 -022307996 Fax: 022 30 9061 M. Najib Lahlou; M. Driss Benhida, Manager	
<b>CUEG</b> 301, bd Oqba Ben Nafia -20350 Casablanca Tel.: 022 61 41 91 -02261 41 92 Fax: 02261 6560 Email: <a href="mailto:cueglahsak@msn.com">cueglahsak@msn.com</a> M. ElKebir Lahsak; M. Boujemaa Kholif, Manager	Import and distribution of garage equipments and tools
<b>DAF INDUSTRIES MAROC</b> Quartier Lissasfa, route d'El Jadida, km.13 -20532 Casablanca Tel.: 022 65 0822 -022 65 90 40 -022 65 90 60 Fax: 022650883 -022 65 90 49 URL: <a href="http://www.cfaogroup.com">http://www.cfaogroup.com</a> M. Mohamed Kadri, Manager	Import, assembly and composition of commercial vehicles, trucks, buses, & vans
<b>DIMAIT</b> 1185, Bd. Mohamed VI- Oar Touzani – Casablanca Tel. 022 57 07 57 Fax: 022 55 21 29 Email: <a href="mailto:dimaitsarl@yahoo.fr">dimaitsarl@yahoo.fr</a> M. Mustapha Ait Ider, Manager	Import of spare parts
<b>ETS MESSAOUDI</b> 1, Bd. Ahmed El Mansour Eddahbi – Agadir Tel: 028841841 Fax: 028 84 83 50 M. Mohamed Messaoudi, Manager	Import of spare parts
<b>FORAMAG</b> 16-18, rue du 80ldat Raphael Mariscal, Ain Borja - 20300 Casablanca Tel.: 022638243 Fax: 022638248 Email: <a href="mailto:foramag@atlasnet.com">foramag@atlasnet.com</a> M. Michel Muelle; M. Khalid Fellahi, Manager	Import and distribution of lubricants & auto spare parts
<b>FRN</b> 469, avenue Ambassades Ben A.icha, Roches noires - 20300 Casablanca Tel.: 02224 11 52 -022 40 1902 Fax: 022404742 Email: <a href="mailto:adnane.serraj.frn@reseau.renault.ma">adnane.serraj.frn@reseau.renault.ma</a> M. Adnane Serraj, Manager	Import and distribution of spare parts

Sources:

-Annuaire de l'automobile -AMICA -2007 Edition

- [www.Kerix.net](http://www.Kerix.net)

{Continue on next issue...}

## **Export News 2010**

### **BRIEF REPORT ON AUTO PARTS SECTOR UNITED ARAB EMIRATES**

#### **SUMMARY**

The value for automotive parts, accessories and components is a multi-million dollar industry for the UAE alone. Strategically located between east and west, offering first class port facilities, excellent infrastructure and logistic services, liberal banking policies and experienced manpower has turned the UAE into the undisputed regional business hub serving the Middle East and North Africa region. An approximate 60% of total market import for the UAE is re-exported to other countries in the region. Total value for the UAE and the wider regional markets would exceed US\$10 billion.

The consumer market for automotive spare parts in the Gulf region is shared between highly priced original products made by car manufacturers and a strong counterfeit market dealing in cheap and low quality goods. This problem has had adverse effects on the performance of legal spare parts manufacturers of all brands in the Middle East.

Per capita income being, among the highest in the world, the automobile industry has traditionally fared well in this small but profitable market. Most of the major brands are present in these markets offering intense competition and wide choice. Given the safety angle in a region that is often in turmoil, companies quite often set up their regional headquarters in the UAE.

In a country that has one of the highest ratios of state-of-the-art automobiles to the size of its population, the U.A.E. market demands a high level of sophistication from dealers, agents and allied services such as maintenance and repairs, fuel oils and lubricants, spares and accessories.

The market share of individual makes and models, directly influences the mix of auto spare parts imported. In 2008, market share for the automobile industry was 49% -percent for Japan (Toyota and Nissan coming in as top contenders); 15% for the US (Chrysler being the most popular); an approximate 18% for European automakers, 10% for Korea and the rest 8% from other countries. Most car dealers back up their sales with excellent spare part and service facilities.

The import market for U.A.E. automotive spare parts and accessories market grew from approximately US\$ 767 million in 2002 to US\$1,939 million in 2008 and is estimated to cross US\$ 2 billion for 2009. Local industry sources estimate the total market to grow at an annual rate of five to six percent over the next three years. However, the recent global financial crises may affect this estimate as most of the expatriates (more than 2/3rd of UAE population) are either leaving the country or their spending on automobiles sector are historically very low.

In UAE, the market is divided between 52.19% for passenger cars and 47.81% for trucks and buses. The passenger car segment can be further broken down to small cars (48.34%), medium cars (24-30%), large cars (21.64%), luxury cars (4.81 %) and sports cars (0.01 %). Truck and bus segment is broken down into sports utility vehicles (51.6%), pickups (16.46%), vans (11.78%), other light trucks (0.47%), medium trucks (9.31 %), heavy trucks (5.94%) and heavy and medium buses (4.44%).

The market for this region is no exception to the global auto trends - replacement parts from many countries are available. Better servicing facilities today have car owners keeping their vehicles longer. In particular, brake parts and batteries are experiencing double digit growth. Regional demand for auto batteries is estimated at approximately five million units per annum. Replacement vehicle components accounted for over 60% of the aftermarket imports to the Middle East in the previous year.

This market is competitive but for those companies who are interested in entering the markets for this region the three qualities that any Pakistani company should offer are price, quality and perseverance.

## **Export News 2010**

### MARKET HIGHLIGHTS AND BEST PROSPECTS

#### Market Profile

The U.A.E. is the second largest automobile market among the Gulf Cooperative Council (GCC) countries after Saudi Arabia. The local industry expects automotive sales to increase to 160,000 units for 2009 compared to 105,000 units for 2003 (however this figure may in actual come down to 120,000 due to the present financial crises). The increase, nonetheless, in part is expected due to attractive terms that are offered by dealers to increase their market share and to clear their over-stocked inventories.

There has always been a market for used cars. Some of these vehicles are re-conditioned and refurbished in the U.A.E. for resale. The current average lifespan for a car in the U.A.E. has increased from four years to close to 12 years over the past decade. This increase in the automobile lifespan significantly contributes to, the market for auto spare parts. As with numerous other products, the UAE has become the hub to source products to meet the demands of the burgeoning market in Iraq. Industry experts opine that the exchange rate fluctuations continue to make or mar returns for the leading players in the intensely fought over Middle East automobile sector.

The future composition of the car market in the U.A.E. will, to a large extent, dictate the mix of the auto spare parts industry. Additional factors contributing to this market are climate and long travel distances. The heat and sand can be very hard on automobile components making replacements quicker than in other places. The influx of used cars to this region factored in increase the market size as a high proportion require parts and reconditioning before being sold to the UAE retail market or re-exported. The local agent for spare parts for car manufacturers is usually the agent/dealer for the car.

The market is already very competitive with a growing demand for original and quality spare parts as opposed to counterfeit. The potential for after-market sales has increased, as customers are becoming aware of high quality brands that cost 25-30 percent less than the OEM parts but are of similar quality. Counterfeit trade in auto spare parts has not been totally wiped out in the U.A.E. but the authorities are working hard along with local dealers and international companies to remove the grey market element from the U.A.E.

Frequency of repair due to worn out parts has declined in recent years as components are designed for greater durability affecting unit sales of many types of components. On the other hand, the increasing technological complexity of vehicles, reflected in the adoption of front wheel drive, fully independent suspensions, multi-valve overhead camshaft engines and electronic controls have increased the unit prices of after market parts, compensating for declines in unit sales. Though durability of parts is higher; major road accidents are common in the U .A. E. giving rise to the need for major replacement parts such as bumpers, doors, fenders etc. Auto accessory firms in the U.A.E. often specialize in certain sub-groups. It is unusual for a firm to deal in all sub-groups.

The U.A.E. re-exports approximately 60% of all imports to Iran, Egypt, Pakistan, Syria, Africa, India, Poland, Yugoslavia, CIS countries and to the Gulf Cooperation Council countries viz., Bahrain, Saudi, Kuwait, Oman and Qatar. The vehicle parts with immediate development prospects in the region would be those which are standardized, and frequently replaced such as- spark plugs, exhaust pipes, shock absorbers, leaf springs, air filters, oil filters, fuel filters etc.

Although Dubai has already established itself as a major player in the auto spares market in the region, there is a substantial potential for further growth. Late entrants as well as the established network are working new ventures and re-structured strategies.

As of January 2008, market break down was as follows:

## Export News 2010

### U.A.E.

Total Vehicles in 2007	1,871,974
Passenger Cars in use	1,010,734
Light, medium, heavy trucks and buses	853,202
Passenger Car Sales in 2007	125,000

### Age of Passenger Cars (2004 -latest available data):

0 -3 years	31.7%
3 -6 years	23.75%
6 -9 years	18.35%
9 -12 years	14.64%
over 12 years	11.55%

### Age of Trucks/Buses (2004 -latest available data):

0 -3 years	45.35%
3 -6 years	27.84%
6 -9 years	16.71%
9 -12 years	8.89%
over 12 years	1.21 %

### Best Sales Prospects

Almost all new passenger cars are already equipped with the latest and most sophisticated features for added safety and better engine performance. A government directive mandates the use of seat belts by drivers and front seat passengers. The following parts are expected to enjoy strong demand in the coming three years:

<u>H/S CODES</u>	<u>DESCRIPTION</u>
870839000	Anti-Braking Systems
870899600	Air Bags
870870500	Alloy Wheels
852500000	Antennas
340530000	Automotive body polish and cleaners
870800000	Brake hydraulic systems and parts
870810000	Bumpers, including bumper guards
852721000	Car Audio
841330000	Fuel Injection Pumps
871493000	Hubcaps
870894000	Hydraulic steering systems and parts
S51980000	Paints
630492200	Seat Covers
902920500	Speedometers and tachometers
841300000	Water pumps and fuel pumps

### 4WD Accessories

Body parts, including grills, lights etc.
Decorative trim
Spark plugs
Valves for passenger cars, trucks and buses
Windshield wiper blades
Wireless power tools
Anti glare glass film

## **Export News 2010**

### COMPETITION ANALYSIS

With minimal local manufacture for auto spare parts and accessories, the country depends on imports to meet the local demand. Competition for sales of spare parts depends on factors such as price, availability, and quality. The market for spare parts is extremely price-sensitive to competition from counterfeit and re-conditioned parts with high competition among dealers, distributors and retailers.

Quality is a distant third competitive factor. At this point in time, price is far more important than quality in most purchasing decisions. Some of the retailers and wholesalers offer both genuine and counterfeit parts, breaching their contractual obligations, as there are no import controls on spare parts in this laissez-faire market. Counterfeit parts, mostly from Taiwan and Korea are a competitive factor.-

To make a successful market entry, a Pakistani exporter should offer:

- A new to market product with unique features that would help drive sales in a market where the latest and best is always sought;
- Flexibility by selling in relatively small quantities;
- Granting of exclusive distribution rights.

#### Domestic Competition

Thus far the thrust in local production in the U.A.E. has focussed on battery assembly, tyre retreading and automobile radiators. It is estimated that over 50% of the production for batteries/radiators are exported.

The U.A.E.'s first automotive battery plant began operations in February 1998 at the Jebel Ali Free Zone as a joint venture between Exide, USA (51 %) and Al Dobowi Group, U.A.E. (49%) producing half a million units annually for the U.A.E., other Gulf countries and Nigeria. Production will be to suit the specific environmental conditions of this region.

#### Third Country Competition

Japanese companies hold a 31 percent share of the auto spare parts and accessories market, followed by German suppliers at 26 percent and Taiwan at 6 percent.

Japanese parts are considered to be of good quality; German products are associated with highest quality and high prices; while parts from the U.K. are of medium to good quality, available and very expensive. Parts from South East Asian manufacturers, such as Taiwan or Korea, are of a much inferior quality, readily available at low prices.

A spate of battery plants across the region were set up close to a decade ago to meet the demands for the region, i.e. Reem Batteries & Power Appliances Co., manufacture Antara and Gulfstar in Oman with technical collaboration from Johnson Controls Inc., USA. Middle East Battery Company in Dammam, is a joint venture between General Motors (49%) and a group of Saudi businessmen manufacturing AC Delco maintenance-free batteries. Managed by GM's auto components subsidiary Delphi, brands manufactured are AC DELCO and Freedom. National Batteries Company in Riyadh was designed and erected by Varta, Germany manufacturing batteries with the German specifications).

### END USER ANALYSIS

End users of auto spare parts can be divided into two major categories: the retail consumer for personal use, and the commercial consumer (contract market buyer) whether private or government.

For safety, comfort, miscellaneous and chemical accessories, end-users come from all sectors of society. For performance accessories end users are more likely to be younger males, aged 40 and under.

#### Retail Consumer

Private taxi companies, small auto workshops and approximately 20% of private car owners tend to buy from third party retailers who usually stock counterfeit products. Customers opting for original parts usually have a higher disposable income.

## Export News 2010

### Commercial Consumer

This section of the market is made up of government fleets; auto-rental and limousine services; local taxi companies and large independent auto repair shops that tend to buy genuine parts. Car dealers use genuine spare parts for cars under the warranty period.

Government agencies purchase cars via tenders and buy their parts from the same dealers and are offered special discounts.

Other commercial users make their procurement decisions depending on the type/model of vehicle used. A number of commercial users have established their own workshops and service centers and stock a variety of parts. While the majority of these companies own or lease Japanese vehicles, a gradual shift is being made towards American models, especially the Chevrolet Caprice.

Agents, dealers, large and small, as well as large independent repair shops, have traditionally been, and continue to be, the most important buyers of accessories.

## MARKET ACCESS

### Import Climate

### Trade Regulations

There are no trade regulations or impediments on importation of automotive spare parts into the U.A.E. Auto spare parts and any local company whose trade license allows him to deal with these products and has sufficient financial resources can import accessories. A few local companies have exclusive agency rights to a number of products and act as wholesalers and retailers.

There are no exchange controls or restrictions on repatriation of capital or profits. Though the U.A.E. dirham is linked to the dollar, exchange rate fluctuations of the dollar against other major international currencies can also affect prices and profit margins.

### Import Duty

Customs regulations are relatively straightforward and include the following legalized documentation: commercial invoice and certificate of origin. Import duty is a flat rate of five percent and can be exempted if sold directly to government agencies.

### Standards

Some automotive accessories mostly safety accessories are subject to standards. For e.g., seat belts, car seats and carrying arrangements for children, must conform to the unified Gulf Cooperation Council standards.

Though not mandatory, generally most of the spare parts/accessories that enter this market have the following information on the packing: -

I.	NAME OF THE PRODUCT
II.	TRADE NAME
III.	COUNTRY OF ORIGIN
IV.	NET CONTENT (if applicable)
V.	SERIAL NUMBER OF PART (if applicable)
VI.	DATE OF MANUFACTURE (if applicable)
VII.	ELECTRICAL SPECIFICATION (if applicable)
VIII.	PRECAUTIONARY INFORMATION ON DANGEROUS PRODUCTS (if applicable)
IX.	INSTRUCTIONS FOR USE (if applicable)
X.	HANDLING AND/OR PRODUCT CONSERVATION (if applicable)

## **Export News 2010**

### *Business/Distribution Practices*

The commercial climate in the U.A.E. is one of free trade and competitiveness. In order to enter the U.A.E. market, Pakistani firms must appoint an agent/distributor. Local representation is a legal condition for doing business in the market and local firms generally prefer exclusive agency/distribution rights for all of the U.A.E. However, care is advised in the selection of an agent. The UAE Agency Law favors the local traders and cancellation of agency agreements and contracts are difficult and costly, regardless of the severance clauses included. Agency agreements should be registered with the Ministry of Economy.

Local firms generally prefer to negotiate exclusive distribution rights U.A.E. wide. They supply direct from their base, appoint their own distributors in other emirates, or have a network of offices. The first two practices are more common than the latter. There is a very well developed distribution system in this market. Other marketing channels that should be explored are Joint Ventures/Licensing agreements with local companies who would then sell through their own distribution network.

Of paramount importance in sales to both the private and public sectors, is a good local agent/distributor. A Pakistani supplier can sell to a stocking distributor who appoints sub-distributors, or who sells direct through a network of salesmen. A distributor, as opposed to a local sales representative, is the norm in the automotive parts and accessories sector because a good inventory is fundamental to success in this market.

The potential agent should have a distribution network and warehouse facilities in his emirate, or countrywide. In addition, he should be able to conduct market research, seminars and presentations.

Pakistani suppliers should be sure that their local distributor is well known in the market and enjoys close relationships with the customers. Personal relationships are important in this market, and should be emphasized by frequent visits.

Advertising and technical seminars are the most important tools to promote and market automotive spare parts in the U.A.E. This is also an effective tool in helping local agents to expose counterfeit spare parts. Most dealers advertise through local newspapers, specialty magazines and journals. Television and billboards are rarely used to promote various automotive spare parts.

### *Financing*

The normal term of sales in the U.A.E. is a confirmed letter of credit. For payment of L/Cs, the normal period is 90 days after acceptance of the draft. When a long-term relationship exists between a supplier and a local importer bank transfers are generally accepted. The extension of credit terms, and other marketing assistance are key factors to a successful business relationship. Pakistani firms should consider different, but flexible payment terms when supplying dealers they trust. Suppliers to the U.A.E. government usually receive payment six months after delivery.

U.A.E. businessmen expect their counterparts to be serious, willing to negotiate, and clear about their products and prices. Foreign suppliers are expected to strictly adhere to agreed delivery dates.

### *TRADE PROMOTION OPPORTUNITIES*

Trade magazines provide an excellent means of 'testing the market'. Auto accessories are mainly promoted through exhibitions, advertising in different media particularly radio, newspaper, magazines, etc., and visits to clients.

Participation by Pakistani companies in U.A.E. trade shows is one of the best means of finding customers in the U.A.E. and throughout the Arab world. Our manufacturers who are not yet represented in this part of the world, or those who wish to present new products, should consider exhibiting at the following international U.A.E. trade fairs:

## Export News 2010

1. **Event: Automechanika**  
Site: World Trade Centre, Dubai  
Organizer: WTC and IIR  
Frequency: Annual  
Products: Auto parts and accessories, maintenance equipment.
2. **Event: Autoparts Re-export**  
Site: ExpoCentre Sharjah  
Organizer: ExpoCentre Sharjah  
Frequency: Annual  
Products: Auto parts and accessories, maintenance equipment.

### Major Trade Publications

Advertising in professional trade journals is a well-accepted method of product promotion. The following Arab language trade magazines enjoy wide distribution in the U.A.E.

1. Publisher: Emirates Motor Sports Federation  
P.O. Box 25508, Dubai, U.A.E.  
Tel: 971-4-2827111  
Fax: 971-4-282 7555  
**Magazine: Assayar Arabic version The Motorist English version**  
Language: Arabic and English  
Frequency of Publication: Monthly,  
Circulation: In the U.A.E. 25,000 (UAE government departments and members of Federation)  
Subscription: Free  
Target Audience: General trade magazine
2. Publisher: Malek Mahfouz  
P.O. Box 502208, Dubai, U.A.E.  
Tel: 971-4-390 3145  
Fax: 971-4-3904569  
**Magazine: Car (Middle East)**  
Language: English  
Frequency of Publication: Monthly (one edition is an annual guide)  
Circulation: 50,000  
Target Audience: Covers all aspects of the auto industry -road tests, industry trends, fake parts investigations, interviews with key industry personnel.
3. Publisher: West Side Publishing  
P.O. Box 25619, Dubai, U.A.E.  
Tel: 971-4-343 4728  
Fax: 971-4-321 2127  
**Magazine: Top Performance**  
Language: English  
Frequency of Publication: 11 issues per year (combine issue for June/July)  
Circulation: 20,000 (a brand new magazine -definitely has potential for success.)  
Target Audience: Covers all aspects of performance for cars, motorbikes, 4WDs.

Source:  
Bilal Khan Pasha  
Commercial Secretary  
Commercial Section  
Embassy of Pakistan  
Abu Dhabi

<b>Export News 2010</b>		
<i>COUNTRY / FIRM</i>	<i>TEL / FAX / E-MAIL</i>	<i>PRODUCTS/ITEMS</i>
<p><b>GERMANY</b> Nayomi Polcar <b>M/s. Fiebig &amp; Schillings GmbH,</b> Dillberg 24, D-97828 markthidenfeld Germany</p>	<p>Tel: 09391 6009 24 Fax: 09391 6009 50 E-mail: <a href="mailto:nayomi.polcar@fiebig-schillings.de">nayomi.polcar@fiebig-schillings.de</a> URL: <a href="http://www.fiebic.schillings.de">www.fiebic.schillings.de</a></p>	<p> <b>Fabric</b> (Fabric 2510 100% Cotton (plain weave drawing) (2521 fabric 100% Cotton, plain weave, drawing in 2 threads) (Crepe Fabric 100% Cotton) (White Fabric 100% spun rayon, white, plain weave) (Black Fabric 100% Spun rayon, black plain weave)</p>
<p><b>GREECE</b> Mr. Theodore Seferiadis <b>M/s. Leather Master</b></p>	<p>Tel: 0030-210-8141340 Fax: 0030-210-8141340 E-mail: <a href="mailto:theodore.seferiadis@gmail.com">theodore.seferiadis@gmail.com</a></p>	<p> <b>Ling for Jacket, Silk, Cloth, Accessories.</b></p>
<p><b>MAURITIUS</b> Ibrahim Ramjaun Sans Souci Rd Mt. Blanche Mauritius</p>	<p>Tel: 230-4373 771 E-mail: <a href="mailto:ibamjaun@yahoo.com">ibamjaun@yahoo.com</a></p>	<p> <b>Unstitched ladies Garments</b></p>
<p><b>MEXICO</b> Aida Aristi <i>Through</i> Embassy of Pakistan Hegel No.512, Colonia Polanco Delegacion Miguel Hidalgo Mexico, D.F. CP 11570</p>	<p>Tel: +52-55-5531-9575 Fax: +52-5254-8102 E-mail: <a href="mailto:pakmextrade@gmail.com">pakmextrade@gmail.com</a> <a href="mailto:aida.aristi@yahoo.com.mx">aida.aristi@yahoo.com.mx</a></p>	<p> <b>Bed sheet Fabric</b> 50% Polyester, 50% Cotton, Width 2.40m Printed or plan 144, 180 and 200 count.</p>
<p><b>WEST AFRICA</b> Mr. I. Bangura <b>Bureh Commercial Agencies</b> P.O. Box 1367 Freetown, Sierra Leone, West Africa</p>	<p>Tel :00232 33 464691 Fax: 00232 22 E-Mail: <a href="mailto:burehco@yahoo.com">burehco@yahoo.com</a></p>	<p> <b>Agricultural Vegetable Seeds / Small Rural Farms Agricultural Machinery / Building Materials</b></p>

The enquiries included in this Bulletin are received directly from the foreign individual importers or through Pakistan's Trade Offices / Embassies abroad. While every effort is made to ensure that the information given in this bulletin is accurate, no legal responsibility is accepted for any inaccuracy or omission. Parties are introduced without any responsibility or prejudice on part of the Authority regarding their standing or status.

## Export News 2010

### **Dear Reader,**

The Prime objective of Export News is to help you maximize your export by providing updated information about export related issues. Although we make every effort to provide the best possible service, I am sure that there is room for improvement. In this regard I need your feedback and would truly appreciate if you could take a few minutes out of your busy schedule to fill in the following and fax it back to me. May I assure you that we value your advice and will read it with care.

**Company Name** :

**Contact Person** :

**Address** :

**Tel / Fax / Email** :

**Subscriber Since** : Last 3 Years   5 Years   10 Years   More than 10 years

**The bulletin Contents to help increase exports** : Very Helpful   Helpful   Normal   Not Helpful  
Highly Effective   Effective   Not useful

**Quality of Presentation** :   Excellent   Good   Normal   Not good

**Most Useful Part** :   Export News   Market Reports   Enquiries

**Delivery Time** :   Within 2 days   4 days   one week

**Comments / Suggestions** for further improvement: (please do suggest)

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I thank you for your support and help.

### **Javed Anwar Khan**

*Director General (I&C)  
Trade Development Authority of Pakistan*

The form may be sent back through fax or mail at the following address:

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Karachi.  
Tel: 9207203,  
Fax: 9202713  
Email: [tdap@tdap.gov.pk](mailto:tdap@tdap.gov.pk)  
URL: <http://www.tdap.gov.pk>*

## Export News 2010

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