



## **CDA-CPIA a leading parts distributor member in Tunisia to undertake the Inteliam Business & Sustainability rating**

**Inteliam expands its presence in North Africa, after being appointed to provide business and sustainability assessment to Tunisian automotive spare parts specialist CDA-CPIA.**

CDA-CPIA, a leading parts distributor, member of Temot, is the first company in Tunisia to participate in the Inteliam evaluation. Part of Borj Group, CDA-CPIA are at the forefront in the sector for adopting ERP software, and have set clear measures to improve working conditions. Moreover, CDA-CPIA has been monitoring key performance indicators to benchmark their performance and sustain continuous improvement in efficient human resource and commercial strategy management. The association with Inteliam helps CDA-CPIA identify new improvement initiatives in order to continue strengthening its operations and enhance its reputation as market leader.

Inteliam is a rating company dedicated to the Automotive Aftermarket. It aims to support long-term profitability and sustainable growth by evaluating 4 main pillars: sustainability commitments, corporate processes and business expertise, financial strength; via a standardised rating methodology. The benefits of an Inteliam rating are numerous and include: providing transparency, continuous improvement and a tool for embarking on the sustainability journey. As an independent and international entity, Inteliam has already assessed more than 50 distribution companies from within the aftermarket industry.

**Walid Ben Ayed, Executive Director CDA-CPIA:** *"Inteliam represents for us a chance to evaluate ourselves in terms of sustainability and also in terms of environmental and social impact. The challenge now is to improve ourselves and to bring us to international standards"*

**Antoine Soulier, CEO of Inteliam:** *this collaboration between Inteliam and CDA-CPIA is a milestone for us: It confirms the value of standard reference on operation excellence and sustainability performance in our Industry. We at Inteliam do provide our support to all the distributors in the sector. Together we make an impact.*

**CDA-CPIA:** CDA-CPIA is headquartered in Tunis, Tunisia. Both companies import automotive spare parts, from the world's largest equipment manufacturers, for wholesale distribution. Since 1999, CDA has been importing automotive spare parts for distribution exclusively in super wholesale modes, offering a very wide range of products, from braking and suspension to engine parts and transmission. CDA was founded in 1999 and now has more than 200 wholesale customers spread throughout the Tunisian territory. CPIA was founded in 1971 and now has more than 2500 clients.

### **About Inteliam**

INTELIAM is a business and sustainability rating solution dedicated to the global automotive aftermarket sector. Inteliam was created in 2020 with the support of leading industry stakeholders, suppliers and distributors, willing to have a positive impact for the industry. Inteliam is head-quartered in Lyon, France.

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