

PRESS RELEASE

REPA Opens its New REPA Middle East Location and Fulfillment Center in Dubai

The largest inventory of original spare parts in the region, ready to be shipped and available in USD.

Cesena, February 16th 2026

On February 11th REPA, Europe's leading distributor of spare parts for foodservice, refrigeration equipment, and coffee machines, opened its new branch, [REPA Middle East](#), in Dubai.

Offering the largest stock of original spare parts in the region, locally stocked and available in USD, REPA Middle East supports foodservice operators with faster access to mission-critical parts, thus allowing to streamline maintenance and reduce equipment downtime.

Located in the Dubai Free Zone, the new 4,720 square meters facility includes a 4,000 square meters high-capacity fulfillment center designed to support fast, reliable distribution of OEM parts, ready to reach major regional hubs within 48 hours.

An Increasing Range of OEM Parts

Key European and American OEM brands have already chosen to partner with REPA Middle East to distribute their original parts and increase their service level. The portfolio includes brands from Middleby and Welbilt groups, as well as Angelo Po, Prince Castle, Sagi, Silver King (Marmon Foodservice Technologies), Carpigiani, Fagor, Henny Penny, Hobart, MKN, Rational, Robot Coupe, and TRUE. The assortment also covers top coffee equipment brands such as Hemro Group and Nuova Simonelli–Victoria Arduino, with more names planned for future expansion.

Local Team, Proven Expertise

A dedicated team based in Dubai brings strong technical knowledge and hands-on customs experience to support partners across the region. Working in local time zones, the team collaborates directly with service centers and operators, helping them quickly identify the right components and simplify the sourcing process.

Faster Search for Faster Repairs

REPA Middle East's eCommerce platform streamlines the sourcing of original parts, with its advanced search functions and user-friendly digital tools. Service centers and all operators can browse, identify and order items at any time, with real-time availability and USD pricing displayed for convenience.

"Supporting foodservice, coffee, and vending operators anytime and anywhere has always been a distinguishing feature of REPA," says Alexander Wiegand, CEO of REPA. "By opening a new branch in Dubai, we confirm our commitment to making the sourcing of OEM parts in the region quicker and smoother, with the highest level of service."

With its extensive OEM inventory, rapid fulfillment, and digital accessibility, REPA Middle East is poised to become a key partner for manufacturers and operators looking to strengthen their presence in the UAE and beyond.

REPA

REPA is Europe's leading distributor of spare parts for foodservice and refrigeration equipment, coffee and vending machines, and a trusted partner to OEMs, delivering the right part at the right time.

With the world's largest inventory of in-stock original and universal spare parts, consumables and accessories, and a state-of-the-art network of automated fulfillment centers across Europe and beyond, REPA ensures the fastest delivery times in the industry.

AI-powered tools, 360° images, detailed exploded views, technical manuals and other search features available on its eCommerce platform and mobile app make part identification and ordering seamless. A team of industry experts speaking more than 20 languages helps customers find the perfect solution for every repair.

With REPA, keeping foodservice equipment running at its best every day has never been easier.

REPA is the European division of Parts Town Unlimited.

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