

Descriptive
Market
research

Brazing material opportunities in Egypt



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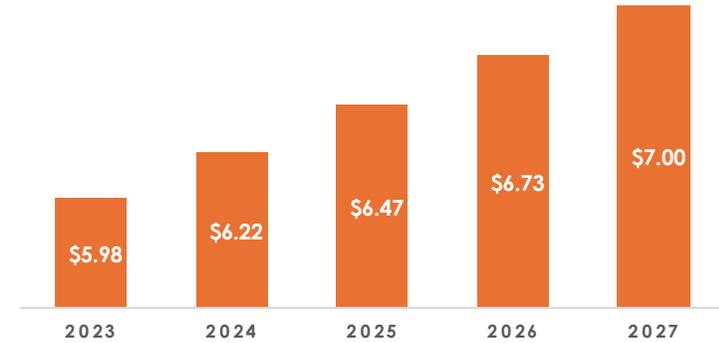
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Summary of Brazing material in Egypt

\$5.98 M

Market size in Million USD

WELDING BRAZING IN EGYPT CAGR IN MILLION USD (DATA BRIDGE)



However, in 2023, Egypt imported approximately **\$5.98 million** worth of fluxes and auxiliary (**Trend economy**) preparations for **soldering, brazing, or welding**. The primary import sources were China (18.6%), South Korea (18.4%), and Germany (13.8%). In the same year, Egypt exported around **\$220,000** of these materials, with Lebanon (73%), Saudi Arabia (17.4%), and Sudan (9.16%) as the main destinations.

Strength
Industrial Growth: Egypt's construction sector grows **7.0% annually**, reaching **EGP 1.52T in 2024** (GlobeNewswire).
2. Strategic Location: Logistics market to hit **\$45.18B by 2029**, reducing costs (Statista).
3. Skilled Workforce: Manufacturing employees to reach **368K by 2025**, boosting efficiency (Statista).

Weakness
Import Reliance: Limited local production raises **supply chain risks** (Trade Ministry Report).
2. High Costs: **Fluctuating metal prices** impact competitiveness (World Bank).
3. Regulations: Compliance with **global standards slows** manufacturing (Egyptian Industry Authority).

Opportunities
Infrastructure Growth: Government projects in **transport & energy** drive brazing demand (Egyptian Ministry of Planning).
2. Renewable Energy: Expanding **solar & wind power** boosts metal joining needs (International Renewable Energy Agency).

SWOT

Threats
Competitive Pressure: Welding & soldering hold **60-70% of the metal joining market**, limiting brazing share (Market Research Future).
2. Economic Risks: Industrial demand for brazing **drops 10-15% during downturns**, impacting investments (World Bank).

Market characteristics

Awareness (3-6 months)

- Exhibit at key trade shows to generate **200+ leads**.
- Optimize SEO for **top 3 rankings** and run LinkedIn ads (**5%+ engagement**).
- Partner with **5+ distributors** for wider market access.

Consideration (3-6 months)

- Conduct **monthly technical workshops** for **50+ welding professionals** per session.
- Publish **5+ case studies** of Egyptian manufacturers using brazing solutions.
- Distribute **free sample kits** to **10+ large industrial clients** to demonstrate product quality.

Evaluation (3-6 months)

- Deploy **sales engineers** for **onsite consultations** with at least **20 key prospects**.
- Offer **custom pricing & bulk order discounts** to secure **5 long-term contracts**.

Action – Close deals (Ongoing)

- Sign **long-term agreements** with at least **3 major manufacturers or distributors** per quarter.
- Provide **24/7 technical support** and ensure **90%+ customer satisfaction** with post-sales service.

3.8%
Average conversion rate



Customer Acquisition



Product SKU

- (1) **Standard wire diameters** (0.5mm to 5mm).
- (2) **Custom lengths for rods** (200mm to 1m).
- (3) **Bulk vs. small pack sales** (Industrial bulk orders vs. retail).
- (4) **Pre-fluxed vs. bare alloys** (Specialized vs. general applications)



Product range

Each category contains specific SKUs that vary based on: (1) **Material Composition** (e.g., 15% silver vs. 5% silver in brazing alloys), (2) **Brazing Temperature** (Low vs. high melting point), (3) **Form Factor** (Rods, wires, powders, pastes), (4) **Coating & Flux Type** (Flux-coated vs. non-fluxed)

Market Cap

Product category

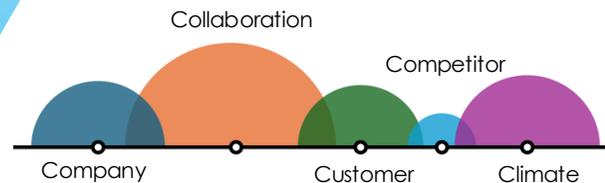
- (1) **Silver-based** brazing alloys
- (2) **Copper-phosphorus** brazing alloys
- (3) **Aluminum brazing** alloys
- (4) **Nickel-based** brazing alloys

Sales format

Egypt's brazing market can localize production for its \$2.3B automotive imports and \$540.92M HVAC sector (Statista). With a 350% export surge since 2019 (Reuters) and a \$48.56B global HVAC market (Data Bridge), eco-friendly brazing supports Egypt's 42% renewable energy goal (S&P Global)

- (1) **Partner with HVAC & auto manufacturers** to replace costly imports.
- (2) **Set up local production** to cut costs and boost exports
- (3) **Leverage incentives & certifications** to align with Egypt's green goals

Development prospect



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(1) Market size of 5.98 M USD and growing

Market Overview: Egypt's Brazing Materials Sector

- The brazing materials market in Egypt demonstrates a strong dependence on imports, with limited local production capacity. The data below highlights key import and export statistics, showcasing the market dynamics and potential opportunities:

Regional Market Growth

- The broader Middle East and Africa (MEA) brazing alloys market is projected to grow at a **4.0% CAGR from 2022 to 2029** ([DataBridge Market Research](#)).

Egypt's participation in this market is influenced by:

- Infrastructure Projects:** The New Administrative Capital, Suez Canal Economic Zone, and industrial cities.
- Sectoral Demand:** Key consumers include construction, automotive, HVAC, and renewable energy sectors.

Industrial and Economic Context

- The data indicates a robust demand for brazing materials driven by **industrial growth, infrastructure development, and regional market trends**, highlighting Egypt's strategic position within the MEA market.

Metric	Value (2023)
Imports	\$5.98 million (Trend Economy)
Main Import Sources	China (18.6%), South Korea (18.4%), Germany (13.8%)
Exports	\$220,000 (Trend Economy)
Main Export Destinations	Lebanon (73%), Saudi Arabia (17.4%), Sudan (9.16%)
Import-to-Export Ratio	27:1 (Significant market gap)

WELDING BRAZING IN EGYPT CAGR IN MILLION USD (DATA BRIDGE)



Strength

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Opportunities

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- 1. Competitive Pressure:** Welding & soldering hold **60–70% of the metal joining market**, limiting brazing share (Market Research Future).
- 2. Economic Risks:** Industrial demand for brazing **drops 10–15% during downturns**, impacting investments (World Bank).

(2) Market characteristics

(3).a Sales format of Brazing in Egypt

. Sales Format Strategy in Egypt

Based on industry insights and Egyptian market trends, the optimal sales format should focus on the following key elements:

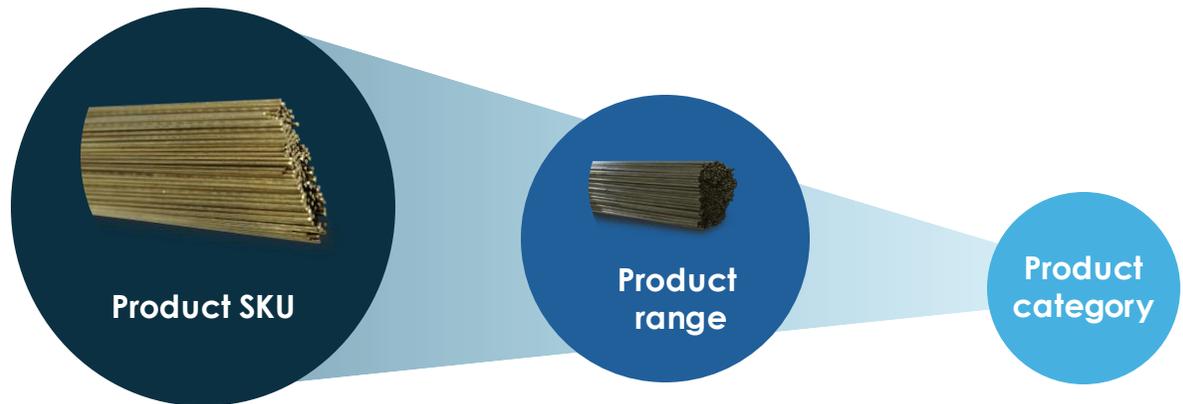
A. Multi-Channel Distribution Approach

The brazing materials industry in Egypt is characterized by B2B bulk orders, local distributors, and retail segments. The sales channels include:

- **Industrial Procurement:** Large manufacturing plants, construction companies, and automotive firms procure in bulk.
- **Wholesale Distributors:** Local suppliers import materials and sell to mid-sized workshops.
- **Retail Sales (Specialized Hardware Stores):** Small workshops and repair services purchase smaller SKU sizes.
- **E-commerce & Direct Sales (Limited Adoption):** Some high-value, low-volume items may be sold online or directly to businesses.

Sales Channels & Approach:

Sales Channel	Target Segment	Strategy	Expected Contribution
Industrial Procurement	Manufacturing, Construction, Automotive	Bulk sales, long-term contracts	50% of sales
Wholesale Distributors	Local metal suppliers, industrial equipment	Partnerships, volume discounts	30% of sales
Retail (Hardware Stores)	Small workshops, repair services	Smaller SKUs, packaged products	10% of sales



(3).b Sales format of Brazing in Egypt



A. Product Category: (Broad Industrial Use Cases)

- Silver-based brazing alloys (Used in electronics, HVAC, and jewelry industries)
- Copper-phosphorus brazing alloys (Common in plumbing and HVAC applications)
- Aluminum brazing alloys (Used in automotive and aerospace sectors)
- Nickel-based brazing alloys (Heavy industrial and high-temperature applications)

B. Product SKU: (Different Composition & Properties)

Each category contains specific SKUs that vary based on:

- Material Composition (e.g., 15% silver vs. 5% silver in brazing alloys)
- Brazing Temperature (Low vs. high melting point)
- Form Factor (Rods, wires, powders, pastes)
- Coating & Flux Type (Flux-coated vs. non-fluxed)



C. Product Range: (Size, Packaging, and Specifications)

- Standard wire diameters (0.5mm to 5mm)
- Custom lengths for rods (200mm to 1m)
- Bulk vs. small pack sales (Industrial bulk orders vs. retail)
- Pre-fluxed vs. bare alloys (Specialized vs. general applications)

(4) a. Development prospect

The **welding brazing market** in Egypt offers substantial growth potential, driven by **industrial expansion, infrastructure development**, and the rising demand for **metal joining solutions**. The **Middle East and Africa brazing alloys market** is expected to grow at a **4.0% CAGR (2022–2029)** ([DataBridge Market Research](#)), aligning with Egypt's ambitious infrastructure projects like the **New Administrative Capital** and the **Suez Canal Economic Zone**, which are set to attract **\$100 billion** in investments ([Egyptian Government Reports](#)).

Key Growth Drivers:

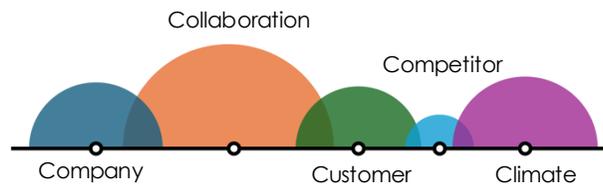
1. Infrastructure and Industrial Demand:

Egypt's construction sector grew by **6.3% in 2023** and is projected to expand further with **\$58 billion** allocated to new projects ([GlobalData](#)). These initiatives require **HVAC systems, piping, and metal components**, boosting demand for **welding brazing solutions**.

2.Import Substitution Potential: Egypt imports a significant portion of its **brazing materials**, creating opportunities for **local manufacturing**. The government offers **15% tax breaks** and **industrial zone benefits** to **foreign investors** establishing local production ([Ministry of Trade and Industry, Egypt](#)).

3. Renewable Energy

Expansion: With **10 GW** of new **solar and wind energy projects** planned by 2030, the **renewable sector** will require **brazing solutions** for **heat exchangers** and **cooling systems** ([International Renewable Energy Agency](#)).



Economic Indicator	Impact on Brazing Market
Construction Sector Growth	Supports demand for metal joining solutions.
Renewable Energy Expansion	Drives need for brazing in solar and HVAC systems.
Local Manufacturing Initiatives	Potential to reduce import reliance.

Strategic Recommendations for Chinese Investors:

(A) Establish Local Manufacturing:

Capture a share of the **6.9% CAGR** in Egypt's **metal joining sector** by reducing import dependency.

(B) Target High-Growth Sectors: Focus on **construction, automotive, and renewable energy**, aligning with the **\$300 billion Egypt Vision 2030** (Egypt Vision 2030)

(C) Leverage Egypt's Strategic Location:

Utilize trade agreements like **COMESA** and **GAFTA** to access **North African and Middle Eastern markets** with **faster delivery times** and **competitive pricing**. This strategic approach, backed by strong **government incentives**, that ensures a robust entry into Egypt's **welding brazing industry**.

(4) b. Development prospect (Clients)

1. Egyptian Metal Works (EMW)

- **Website:** egyptianmetalworks.com
- **Email:** info@egyptianmetalworks.com
- **Phone:** +(202) 2593 6641
- **Address:** 74 Al Gomhoreya Street, Cairo, 11511, Egypt
- **Rationale:** Established in 1938, EMW specializes in copper and copper alloys, producing brass bars, copper busbars, and oxygen-free annealed copper wire. Their extensive use of brazing processes makes them a strong potential client.

2. Teriak Group

- **Website:** elteriak.com
- **Contact:** [Contact Page](#)
- **Rationale:** A leading automotive parts manufacturer in Egypt and the Middle East, Teriak Group's production of heat exchangers and components involves significant brazing applications.

3. Ghabbour Group (GB Auto)

- **Website:** gb-corporation.com
- **Contact:** [Contact Page](#)
- **Rationale:** As a major player in Egypt's automotive industry, GB Auto's assembly and distribution processes likely require consistent supplies of brazing materials.

4. Daikin Egypt (HVAC Sector)

- **Website:** daikinegypt.com
- **Contact:** [Contact Page](#)
- **Rationale:** Daikin is a global leader in HVAC systems, with Egyptian operations involving brazing techniques in the production and maintenance of HVAC units.

Additional Opportunities in Renewable Energy & Real Estate Sectors

Renewable Energy Companies

1. Infinity Energy

1. **Website:** infinity-e.com
2. **Contact:** info@infinity-e.com
3. **Rationale:** Egypt's leading renewable energy company with projects in solar and wind power, sectors that require brazing materials for equipment and installations.

Real Estate Developers

1. Orascom Construction

1. **Website:** orascom.com
2. **Contact:** info@orascom.com
3. **Rationale:** Major player in Egypt's construction industry, including infrastructure projects requiring brazing solutions.

2. Palm Hills Developments

1. **Website:** palmhillsdevelopments.com
2. **Contact:** info@phdint.com
3. **Rationale:** A top real estate developer with large-scale residential and commercial projects demanding advanced brazing technologies

(4) c. Development prospect (Competitors)

Summary of Competitive Positioning in Egypt

Competitor	Products	Strengths	Market Presence
Harris Products Group	Brazing alloys, welding rods	Global brand, wide distribution	Distributors in Egypt
Alweld Egypt	Local brazing materials	Competitive pricing, local capacity	Manufacturing in Egypt
Messer Group	Gases, brazing equipment	Industrial gas expertise	Partnerships in Egypt
ESAB Egypt	Full metal joining solutions	Strong training and support	Extensive network
Voestalpine Böhler Welding	Filler metals, brazing	High-quality niche products	Specialized dealers

Summary of Chinese Competitors in Egypt

Company	Products	Strengths	Market Presence
Hangzhou Huaguang	Brazing alloys, welding rods	Cost-effective, wide product range	Distributors in Egypt
Zhejiang Seleno	Silver-based alloys, wires	Advanced technology, HVAC focus	Construction partnerships
Tianjin Bridge Welding	Electrodes, fluxes, brazing	Large capacity, established exports	Trading companies, contractors
Chengdu Huayuan Electric Equipment	Brazing materials, wires	Strong R&D, industrial applications	Equipment and material dealers
Shandong Juli Welding	Welding consumables, alloys	Broad range, competitive pricing	Agents in construction sector

(5) Customer Acquisition

Strategic Customer Acquisition Plan for Chinese Brazing Material Companies in Egypt

To effectively penetrate Egypt's brazing materials market, a data-driven, structured approach using the AIDA (Awareness, Interest, Desire, Action) model is recommended. The strategy is designed to achieve measurable milestones within specific time frames, ensuring a robust and results-oriented market entry.

1. Awareness Stage (3-6 months)

. **Goal:** Establish strong brand visibility and generate 200+ leads.

•Industry Trade Shows & Exhibitions:

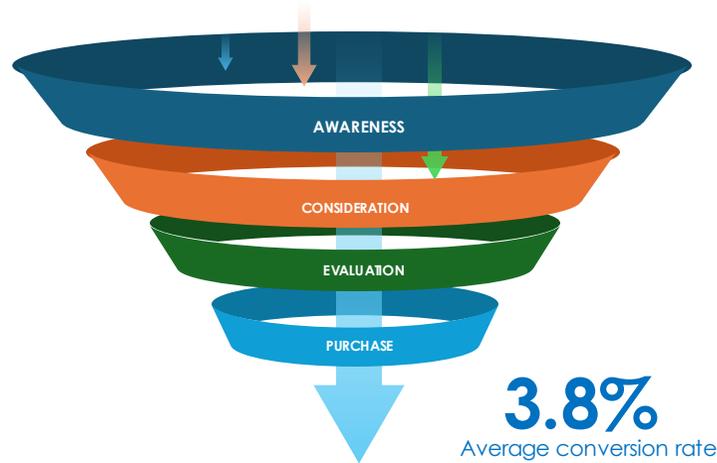
- Participate in key events like "Metal & Steel Egypt Expo" and "Egypt Welding & Cutting Expo" to connect with industrial buyers, aiming for 200+ qualified leads.

•Search Engine Optimization (SEO) & Digital Marketing:

- Achieve top 3 rankings on Google for targeted keywords such as "brazing materials Egypt" and "welding solutions supplier."
- Run targeted LinkedIn ads with a minimum engagement rate of 5%, focusing on procurement managers and engineers.

•Distributor Partnerships:

- Establish partnerships with at least 5 local metal suppliers and industrial equipment distributors to enhance market reach and streamline logistics.



2. Consideration Stage (3-6 months)

. **Goal:** Build trust and demonstrate product value through education and practical demonstrations.

•Technical Workshops & Product Demonstrations:

- Organize monthly workshops for 50+ welding professionals per session, showcasing brazing techniques and product benefits.

•Case Studies & Success Stories:

- Publish 5+ detailed case studies highlighting successful use of brazing materials by Egyptian manufacturers, reinforcing credibility and trust.

•Free Samples & Pilot Programs:

- Distribute sample kits to over 10 large industrial clients, offering them an opportunity to test product quality before making bulk purchases.

3. Evaluation Stage (3-6 months)

. **Goal:** Convert interest into viable opportunities through personalized engagement and financial incentives.

•Onsite Sales Engineer Consultations:

- Deploy sales engineers to conduct onsite visits and consultations with at least 20 key prospects, offering tailored solutions and technical support.

•Custom Pricing & Bulk Order Incentives:

- Offer competitive pricing models and discounts to secure 5 long-term contracts, focusing on bulk orders and repeat business.

4. Action Stage (Ongoing)

. **Goal:** Close deals and build lasting relationships with top industry players.

•Long-Term Agreements:

- Secure agreements with at least 3 major manufacturers or distributors per quarter, ensuring consistent sales volume and brand loyalty.

•24/7 Technical Support & Quality Assurance:

- Provide comprehensive post-sales support with a goal of achieving 90%+ customer satisfaction.
- Implement a feedback loop to address client concerns promptly and enhance service quality.

Thank you



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