



GIZA CABLE INDUSTRIES

الجيزة لصناعة الكابلات

TELEPHONE CABLES, POWER CABLES & ENAMELED WIRES

Cables Market Report

August 2023



THINK TANK EGYPT
— CONSULTING FIRM —



Contents

I



Cables – Western Africa Market

Client: Giza Cables Industries

Client status: Prospect

Client representative: Mr. Osama Zakaria- Marketing director

Country: Egypt

Type of report: Market penetration

Report focus: Western Africa- (Iquas)

Sector: industry

Industry: Wire and cable manufacturing

Product: Enameled or anodized" wire, cable, coaxial cable, insulated electric conductors

Product HS code: 85444.

Data tolerance: 5% +/-.



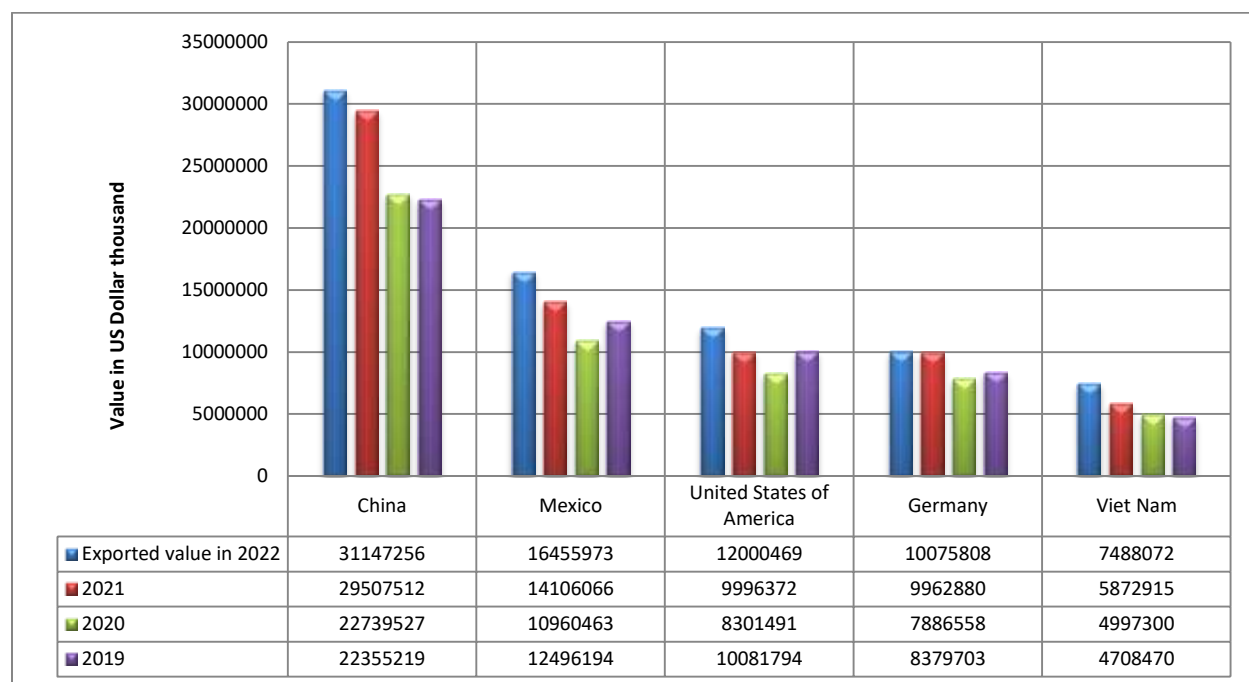
Intro



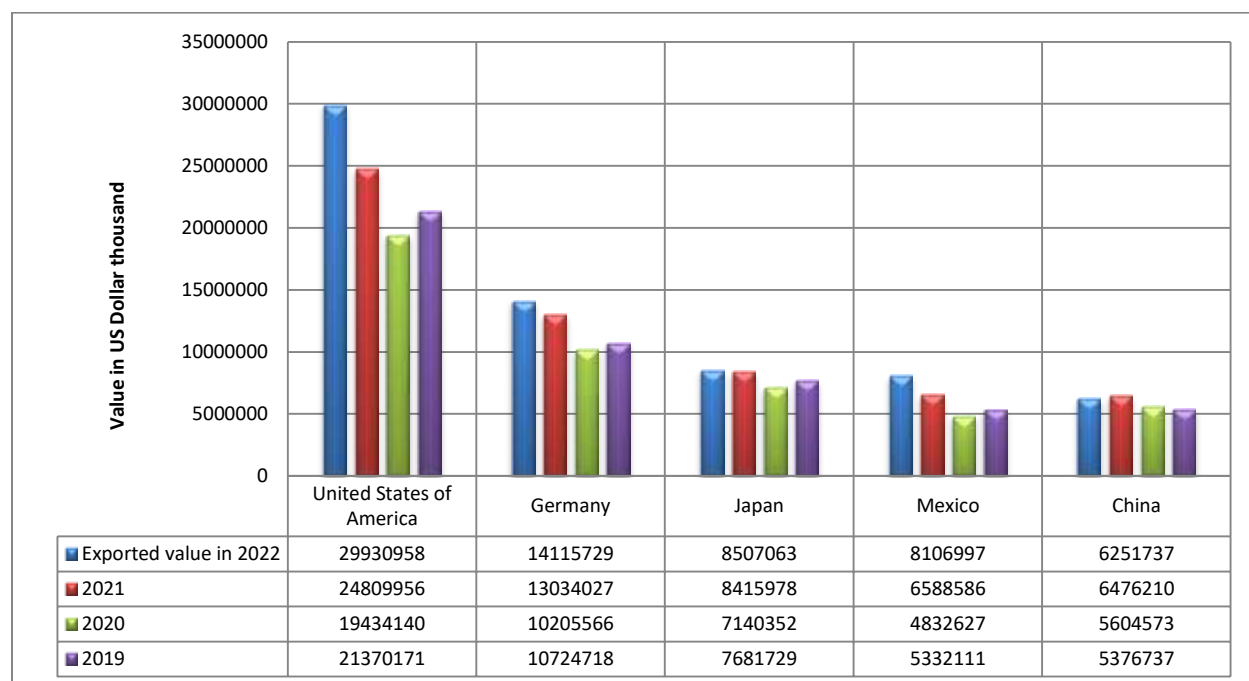
Global cable trade indicators:

Product exports reached \$ 161.811 B in 2022 compared to \$ 151.407 B in 2021

Top exporting countries of cables:



Top importing countries of cables:

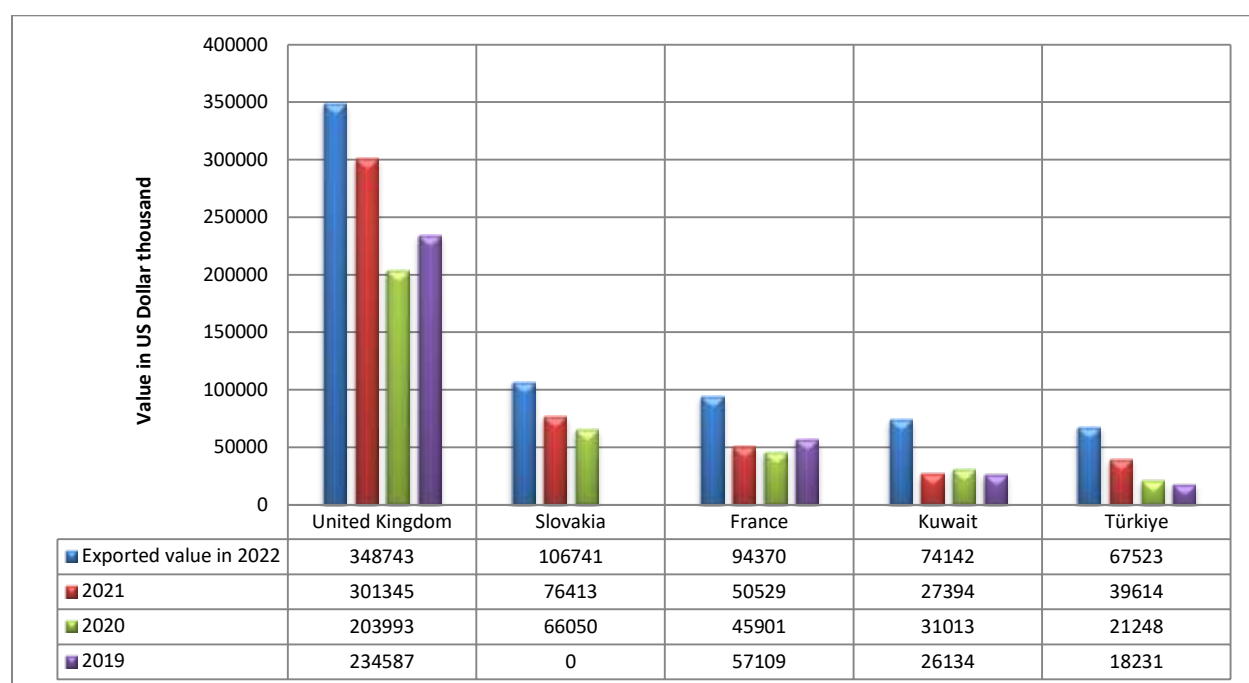




Egypt Cables exports indicators:

- Egypt ranked as 36th cables exporter globally
- Egyptian cables exports market share 0.9% of product international trade
- Egypt cables exports reached \$ 984.93 M in 2022 compared to \$ 762.82 M in 2021
- Egypt cables exported to 68 countries in 2022
- Egypt cables exports reached to 10 new markets in 2022
- Egypt cables exports represent 42% of total electrical machinery and equipment exports in 2022
- Egypt cables imports reached \$ 284.82 M in 2022 compared to \$ 22.949 M in 2021
- Egypt imports cables from 69 countries in 2022

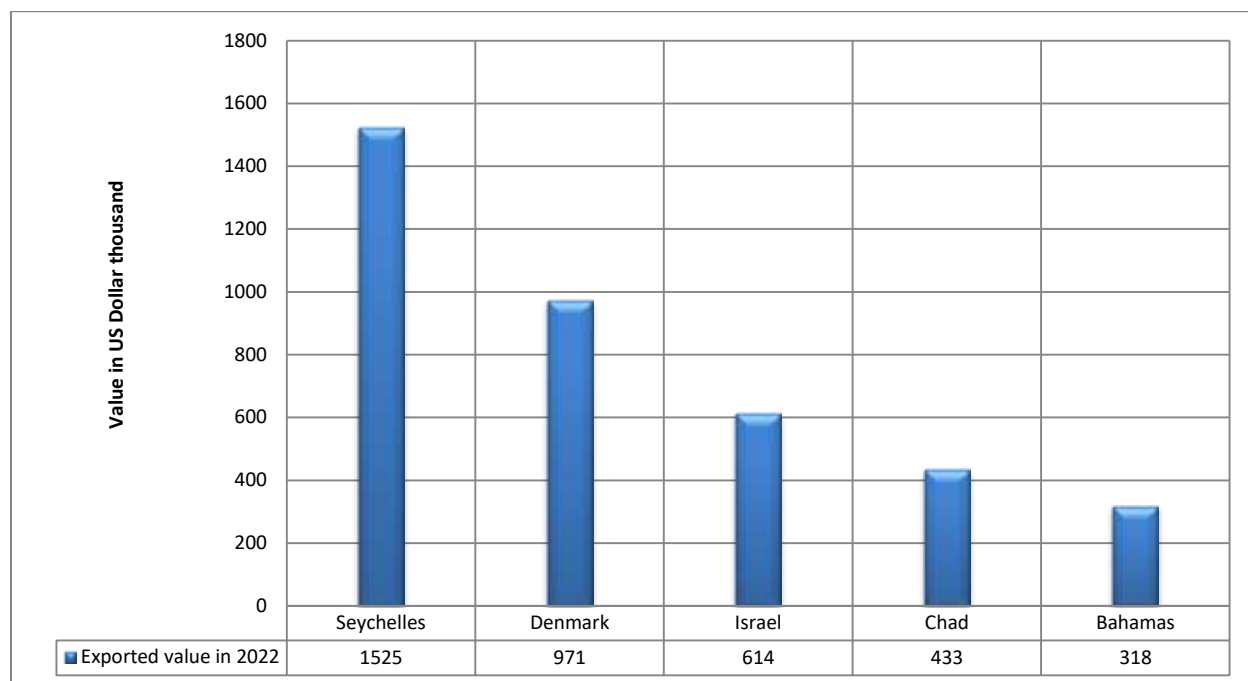
Top markets for Egyptian cables in 2022:



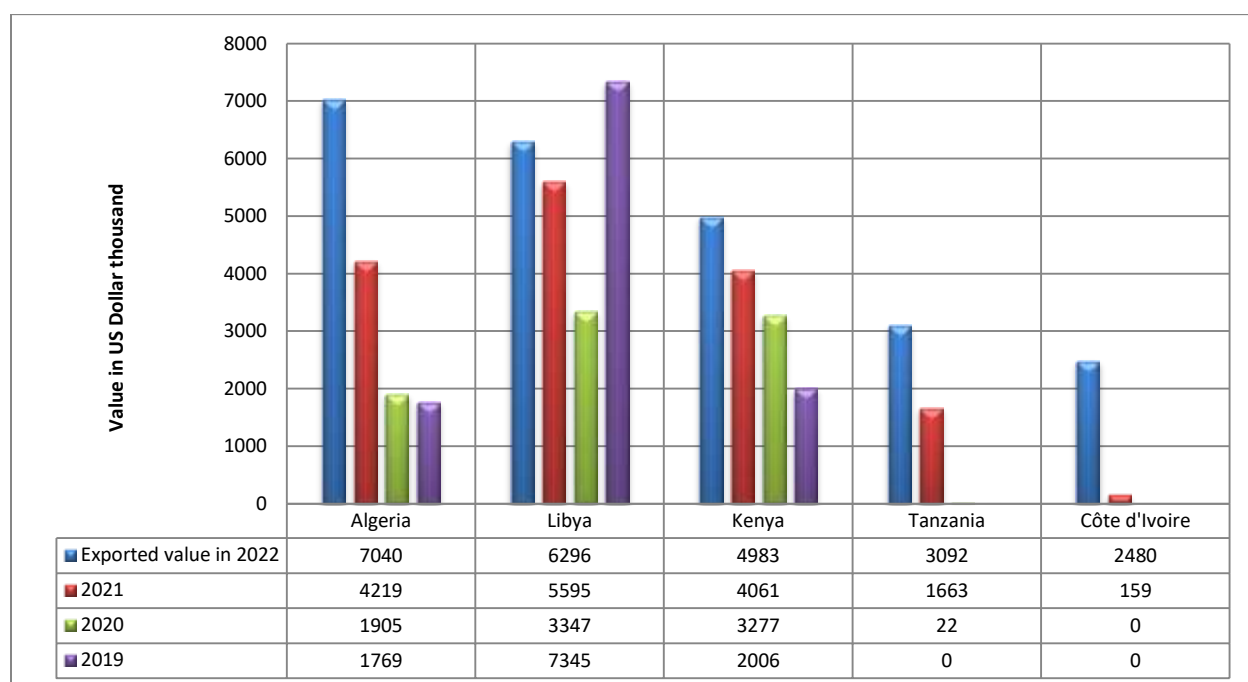
- Exports to the top five markets represent 70.2% of total product exports in 2022
- Exports to Kuwait achieved highest imports growth rate in 2022



Top new markets for Egyptian cables in 2022:



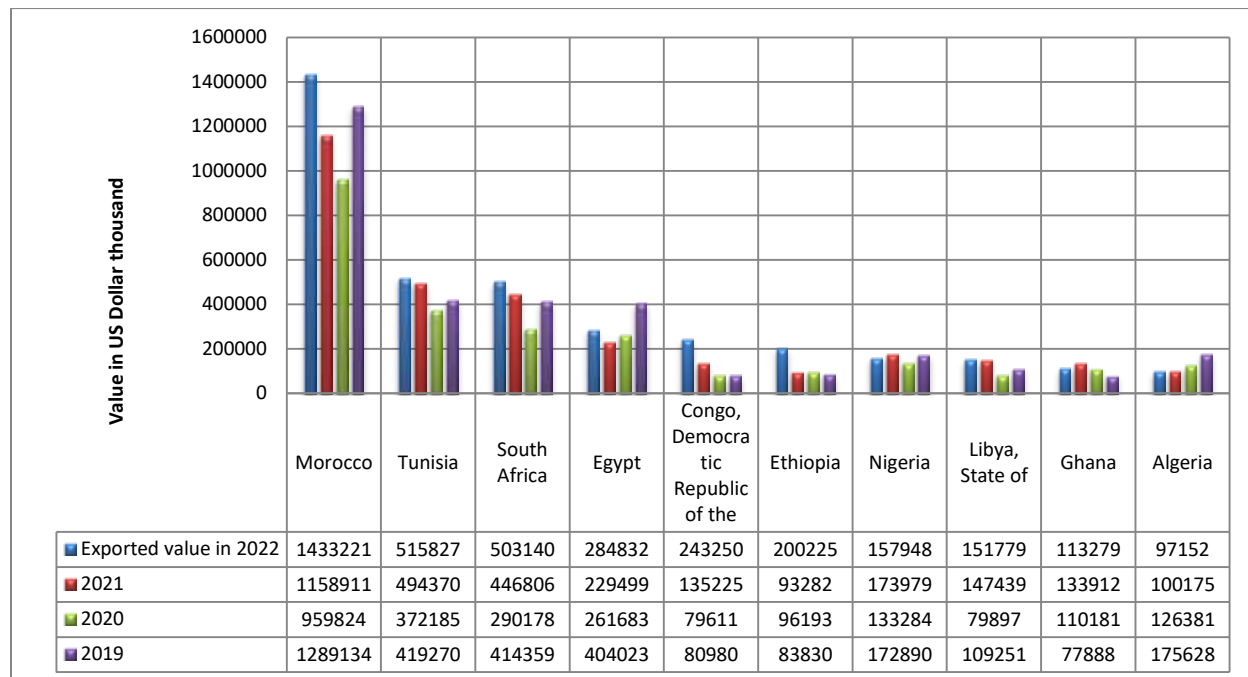
Top African markets for Egyptian cables:



- Egyptian cables exported to 17 African markets in 2022 compared to 11 markets in 2021
- Morocco, Tunisia, and Egypt are the major cables African exporting countries to the world
- South Africa, Morocco, Botswana, Senegal and Egypt are the major cables exporting countries intra Africa.



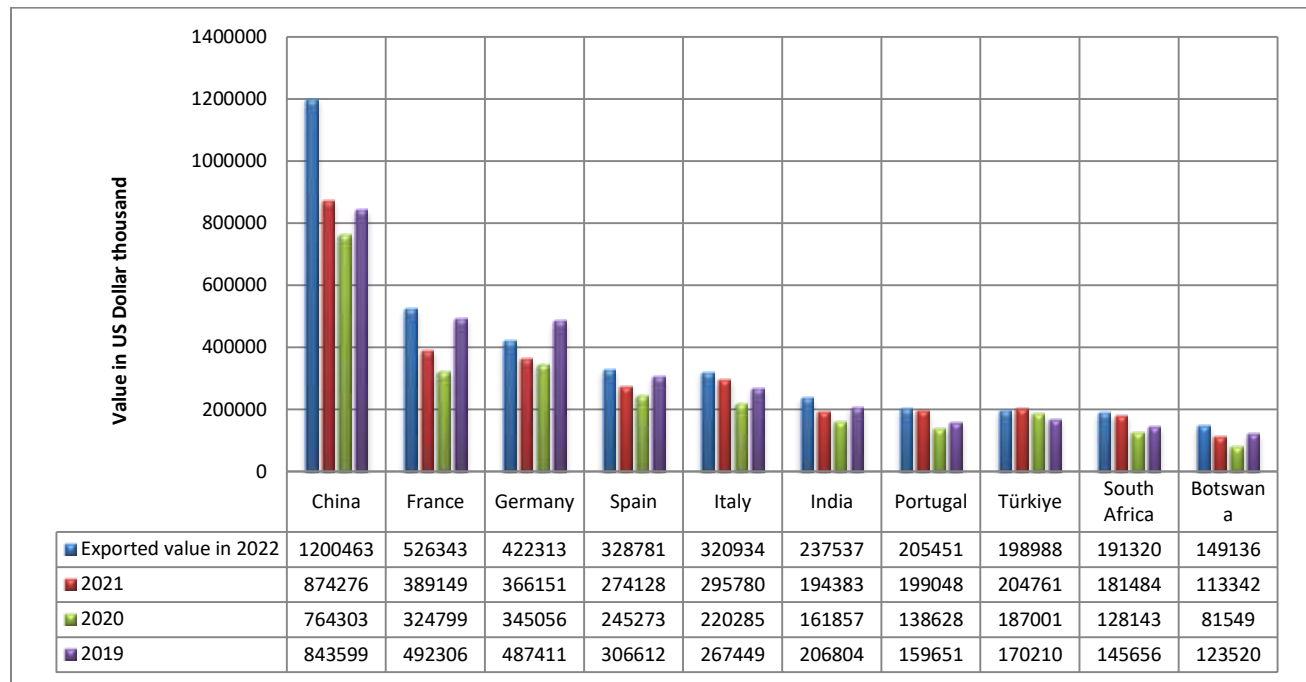
Top cables importing countries in Africa:



- African countries imports reached \$ 5.029 B in 2022 compared to \$ 4.324 B in 2021
- Ethiopia achieved highest imports growth rate in 2022



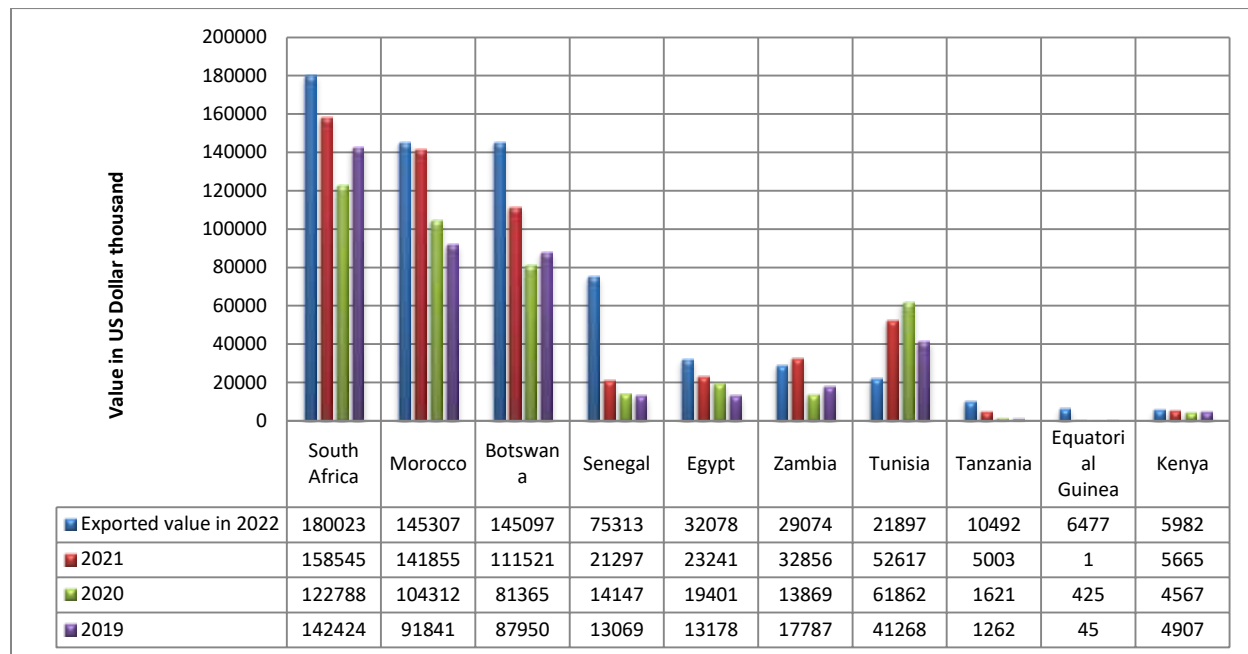
Top exporting countries to Africa:



- China exports represent 24% of total Africa cables imports
- France achieved highest cables exports growth rate in 2022



Top exporting African countries to Africa:

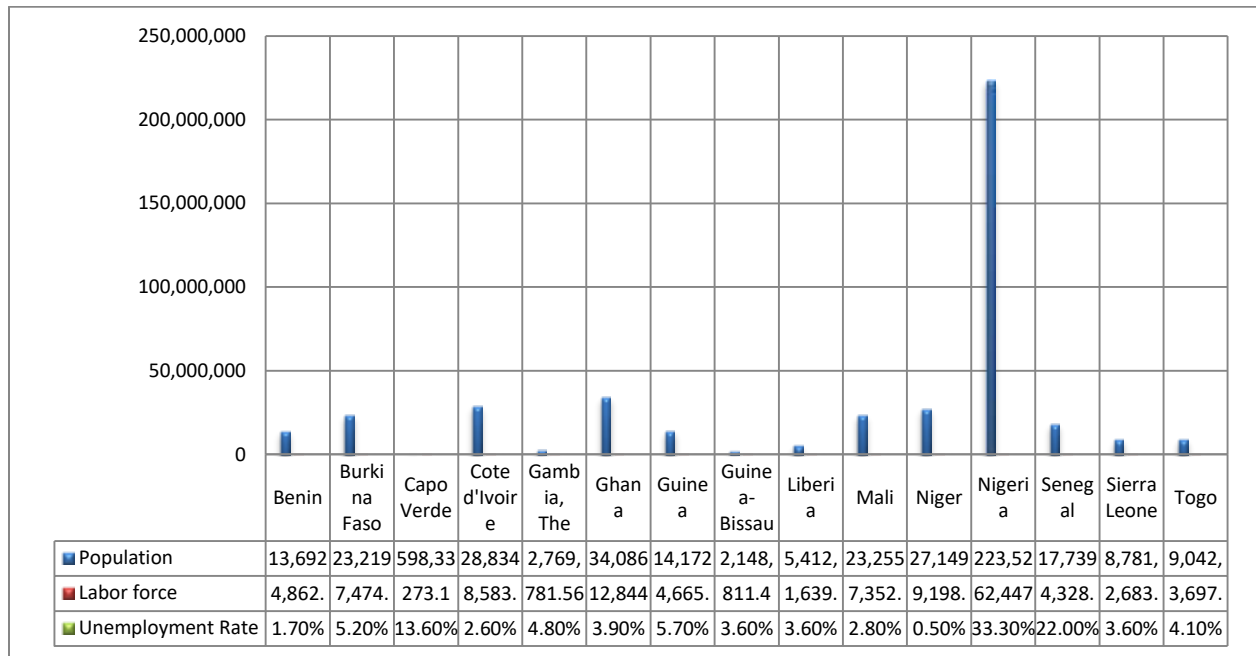


- Total cables exported by African countries to Africa reached \$ 675.96 M in 2022 compared to \$ 573.27 M in 2021
- Cables exports intra Africa represent 13% of total Africa imports
- South Africa cables exports to Africa 26% of total imports intra Africa

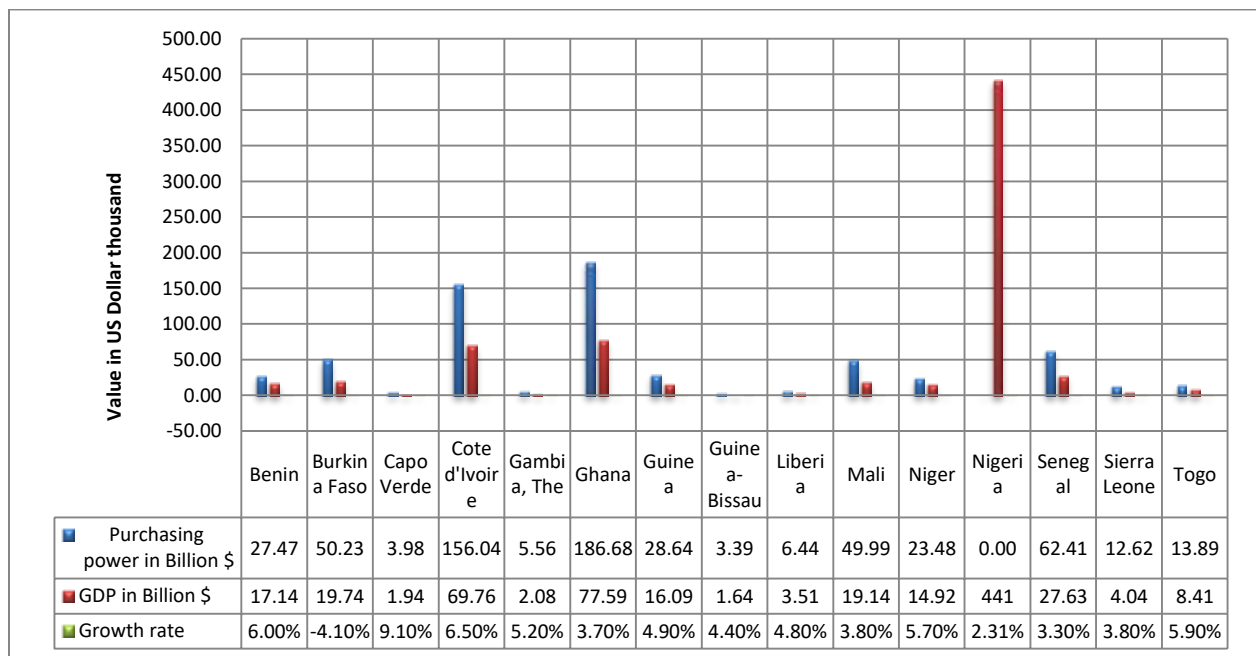


Western Africa countries indicators:

1- Population

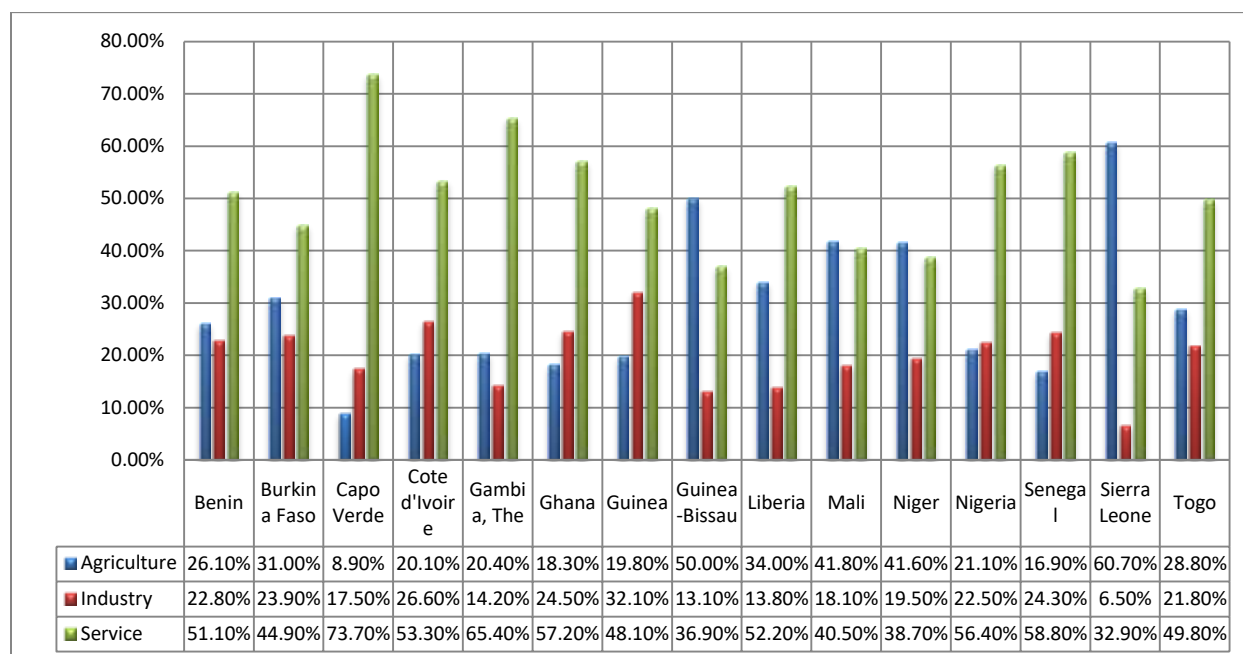


2- Economic indicators: will add credit rating

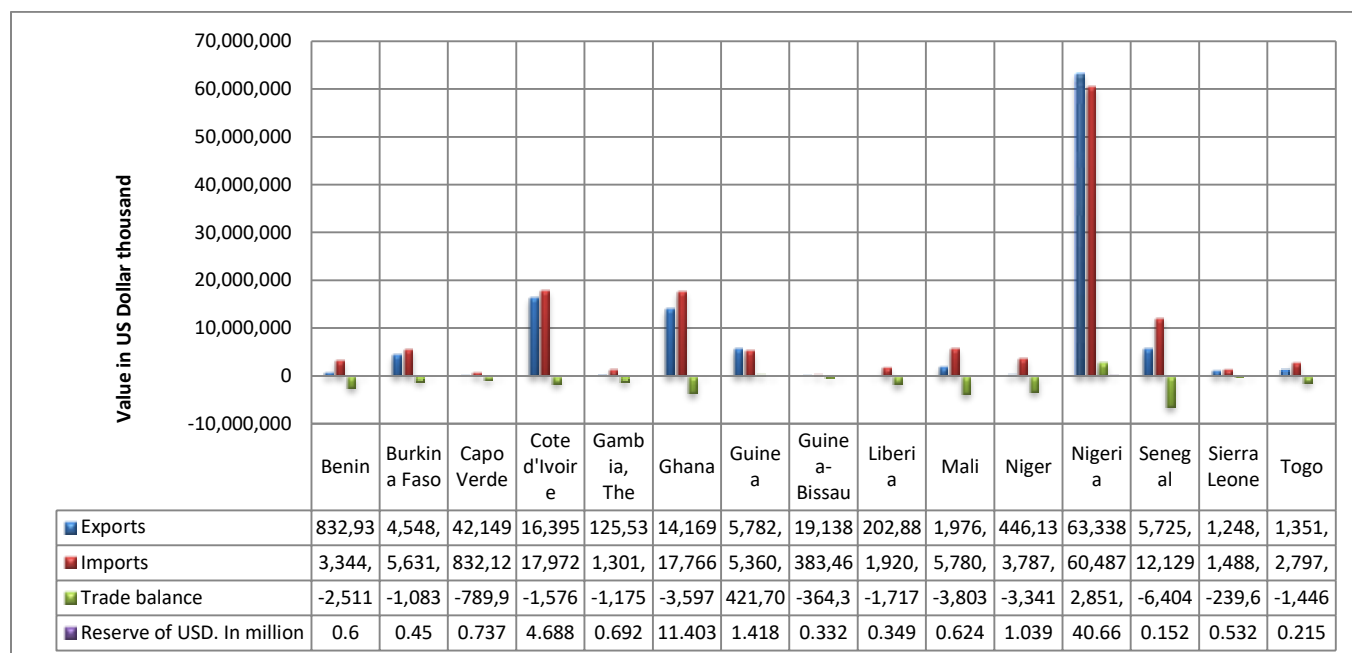




3- Economic sectors:



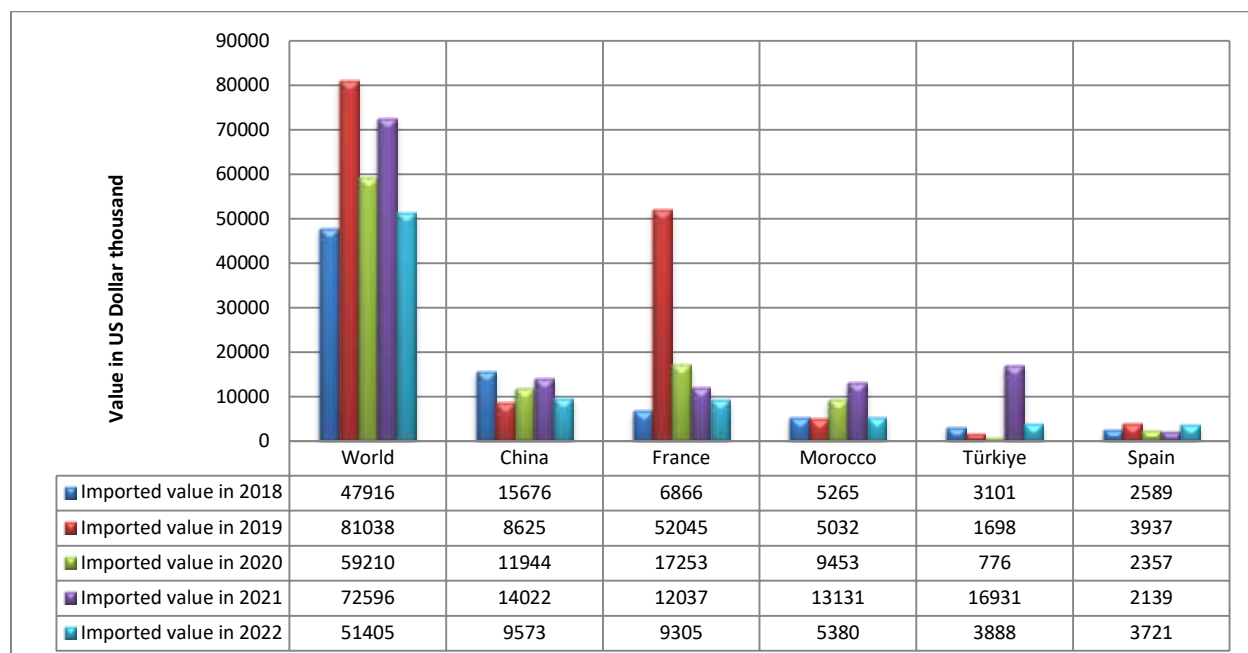
4- International trade indicators:



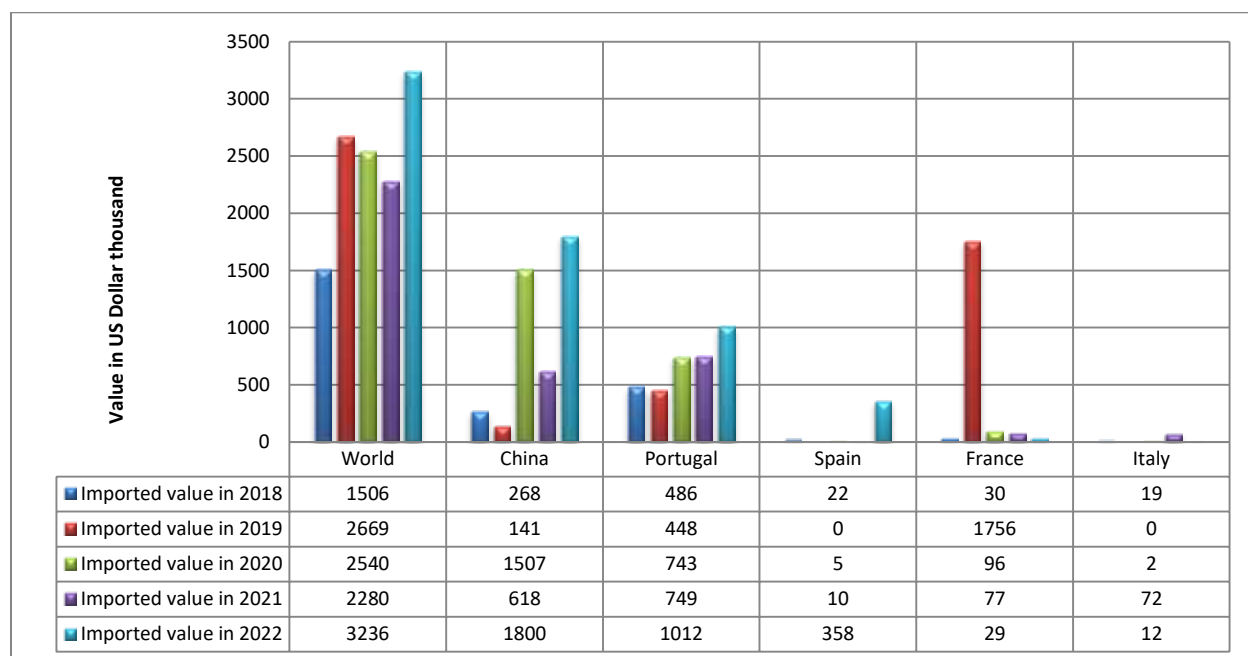


Top cables exporting countries to Western Africa markets: will add Egypt exports

1- Senegal

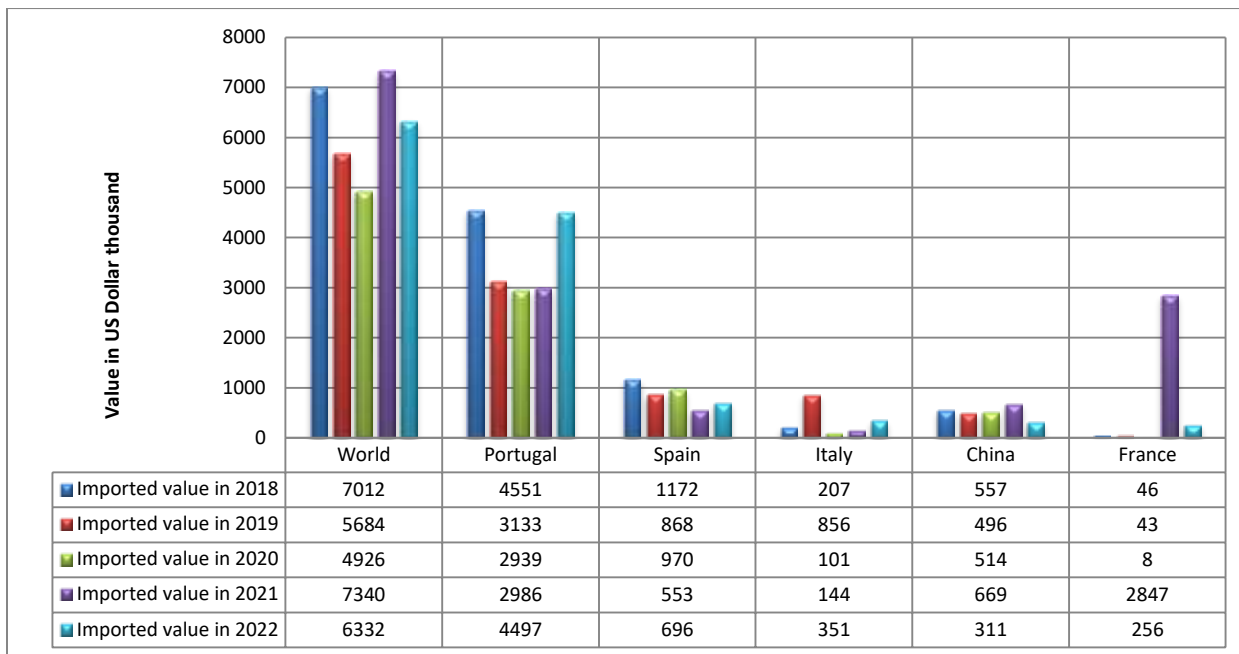


2- Guinea-Bissau

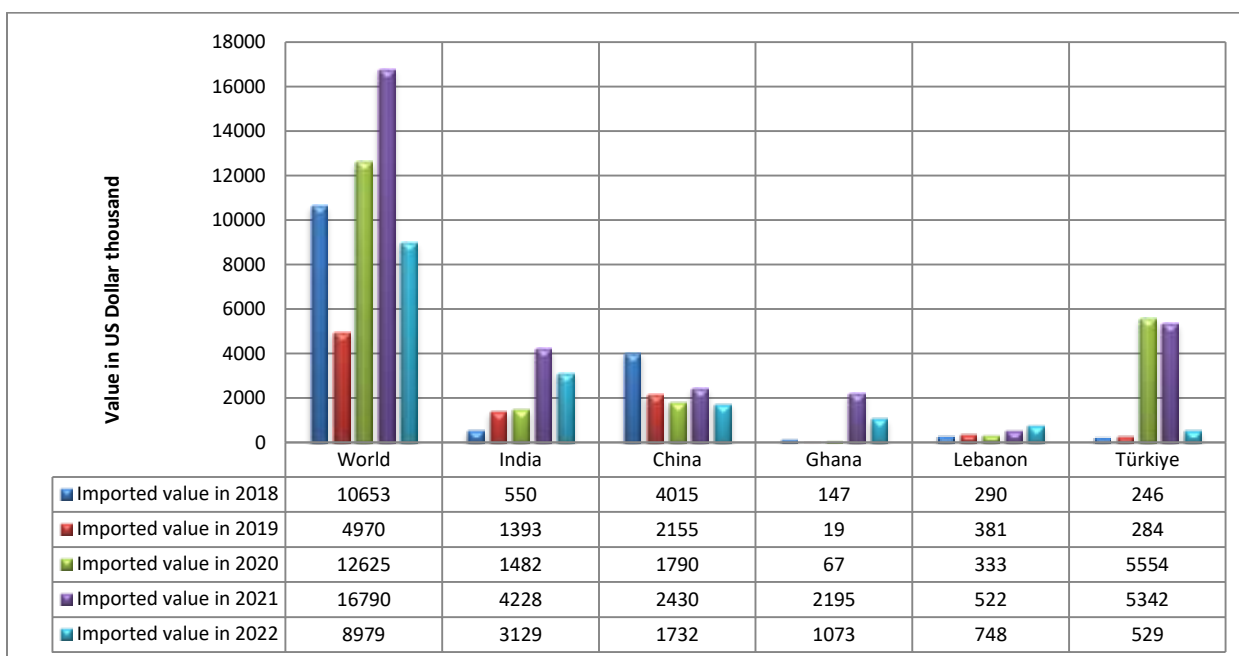




3- Cabo Verde

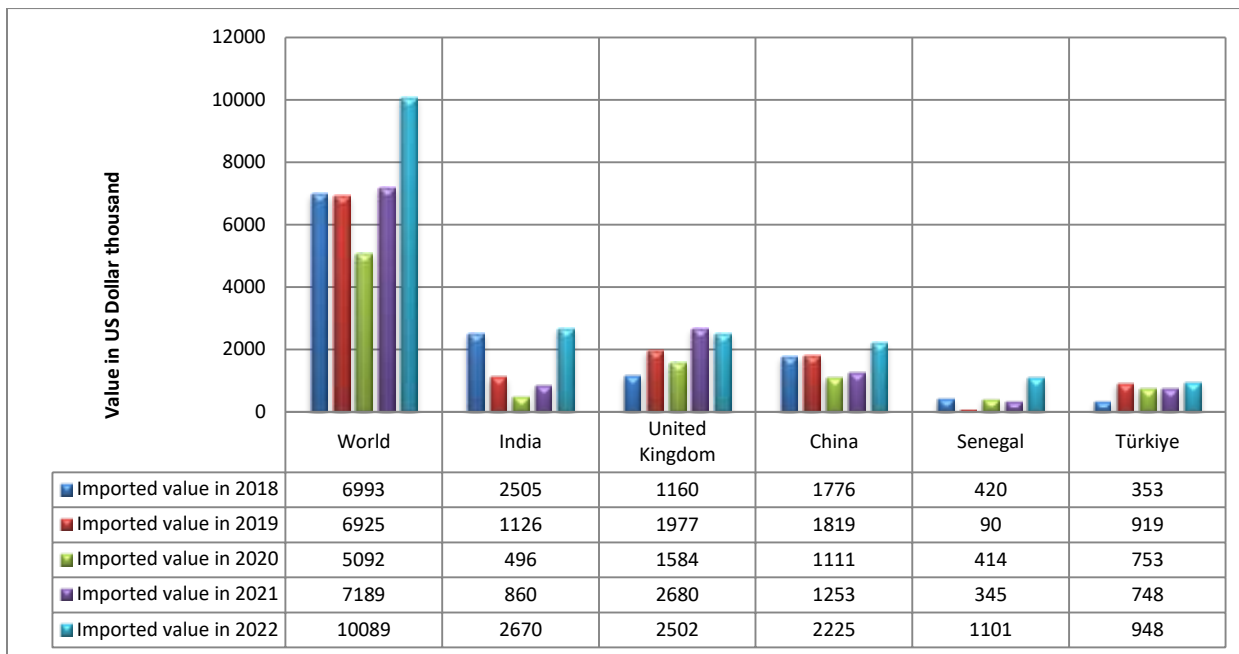


4- Liberia

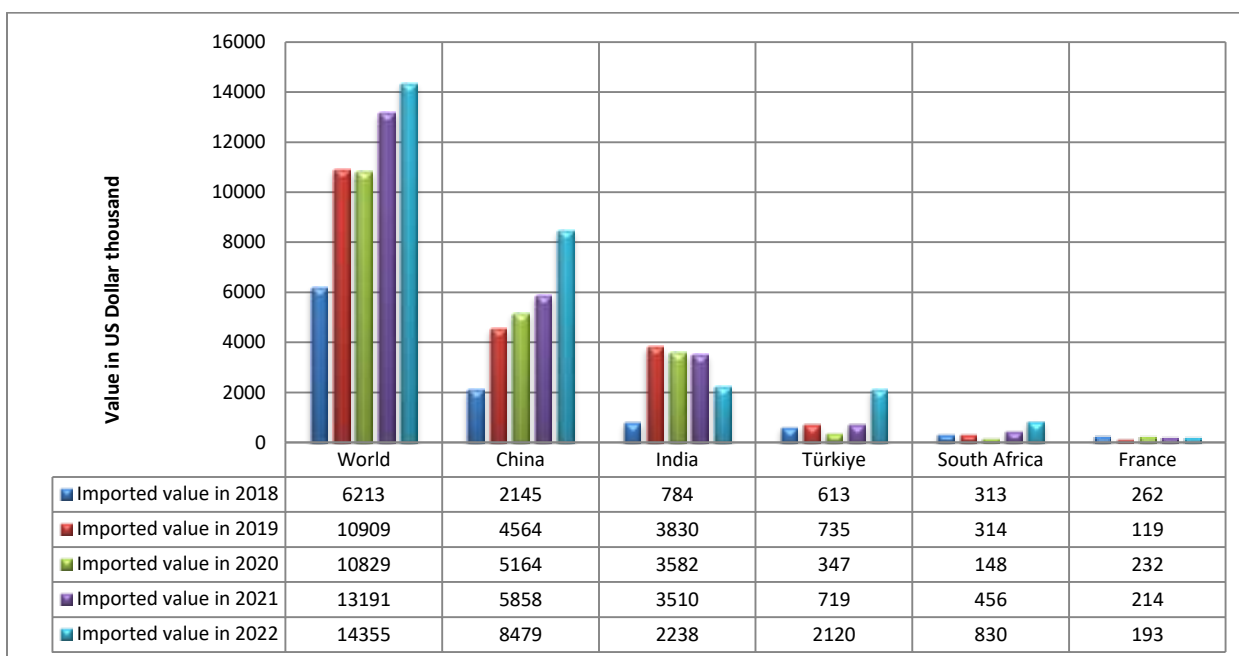




5- Gambia

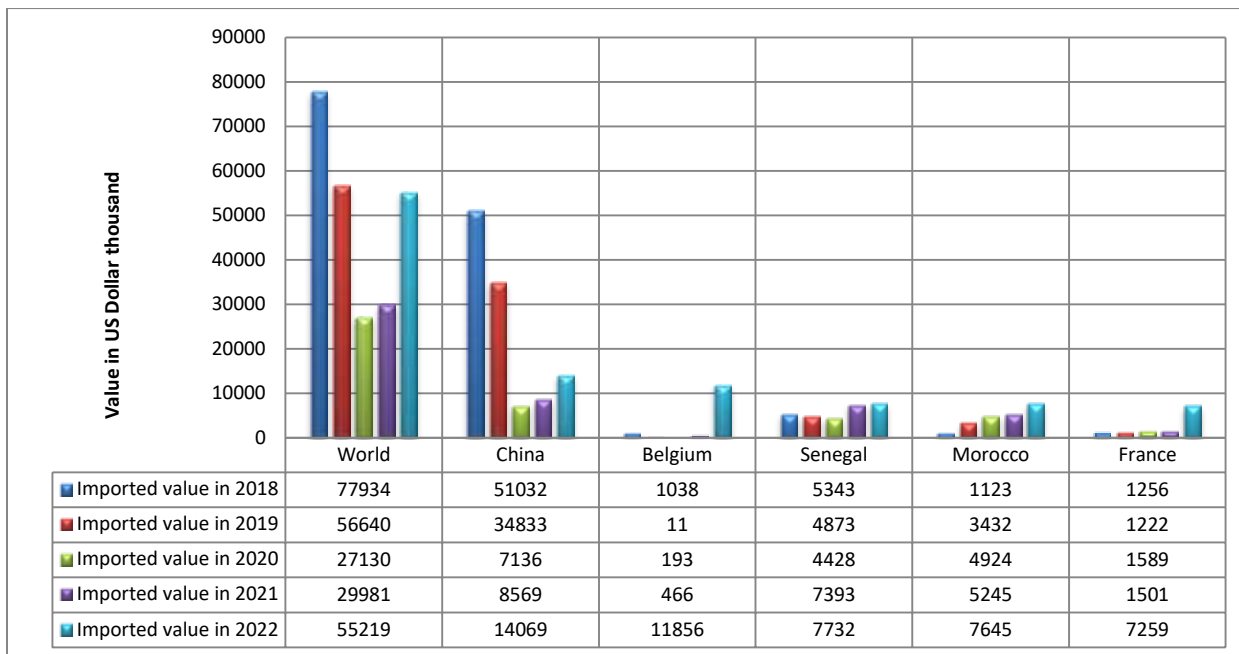


6- Sierra Leone

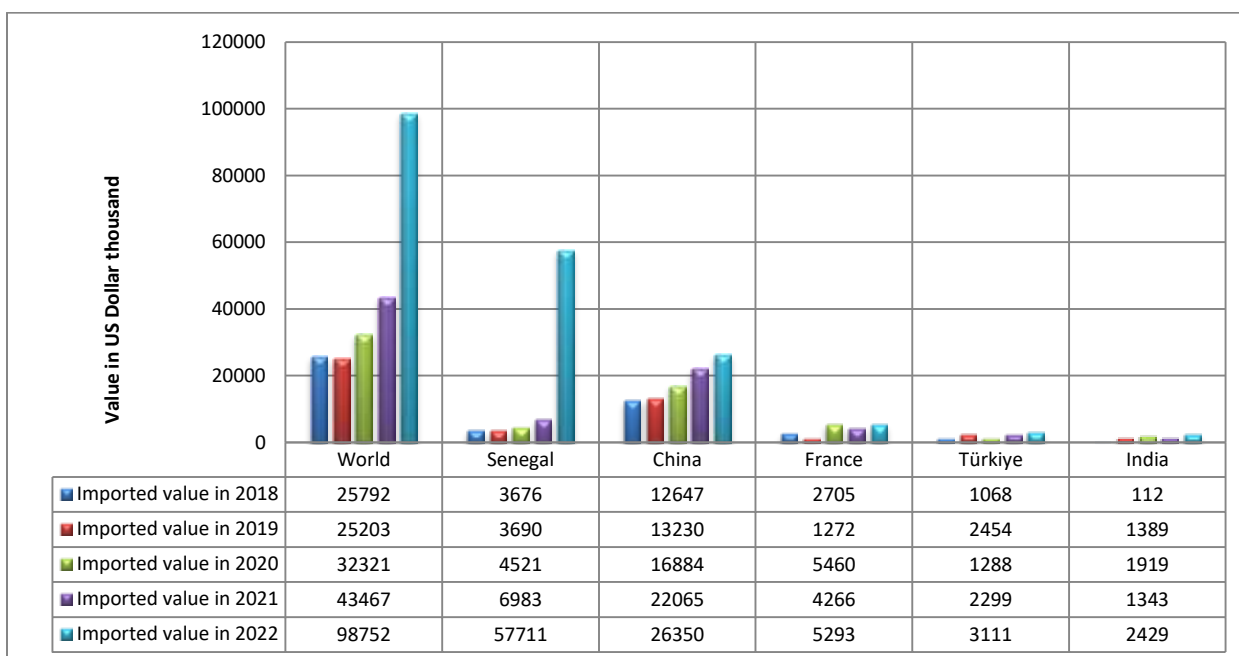




7- Benin

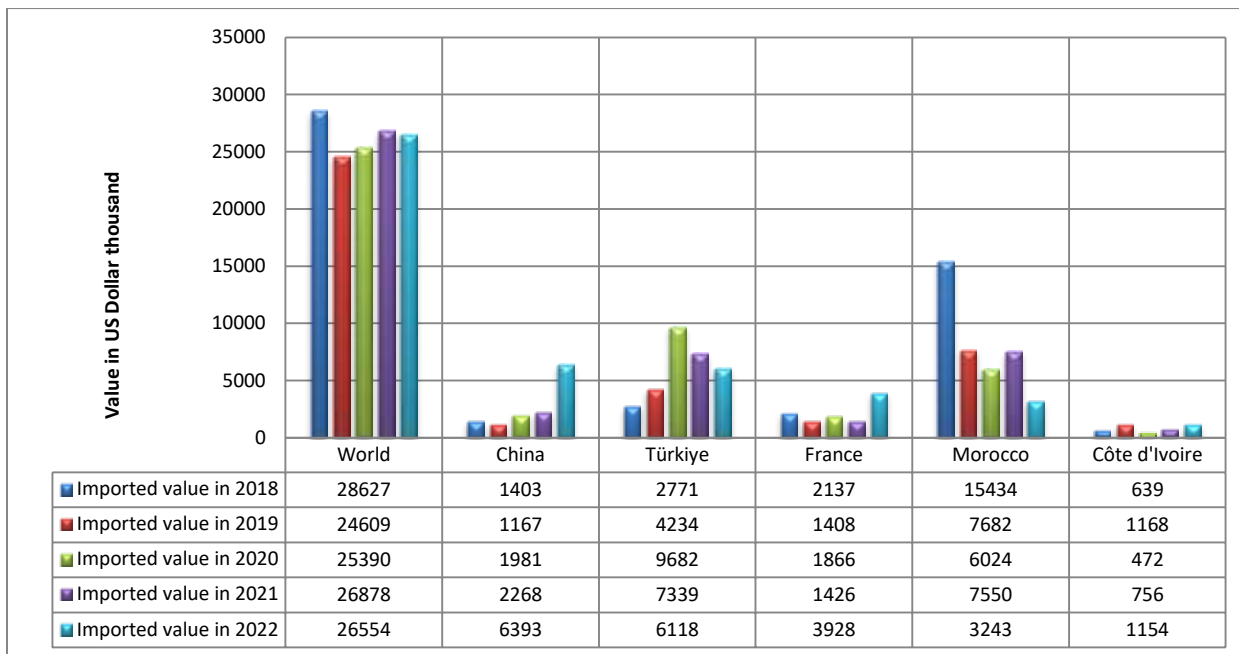


8- Togo

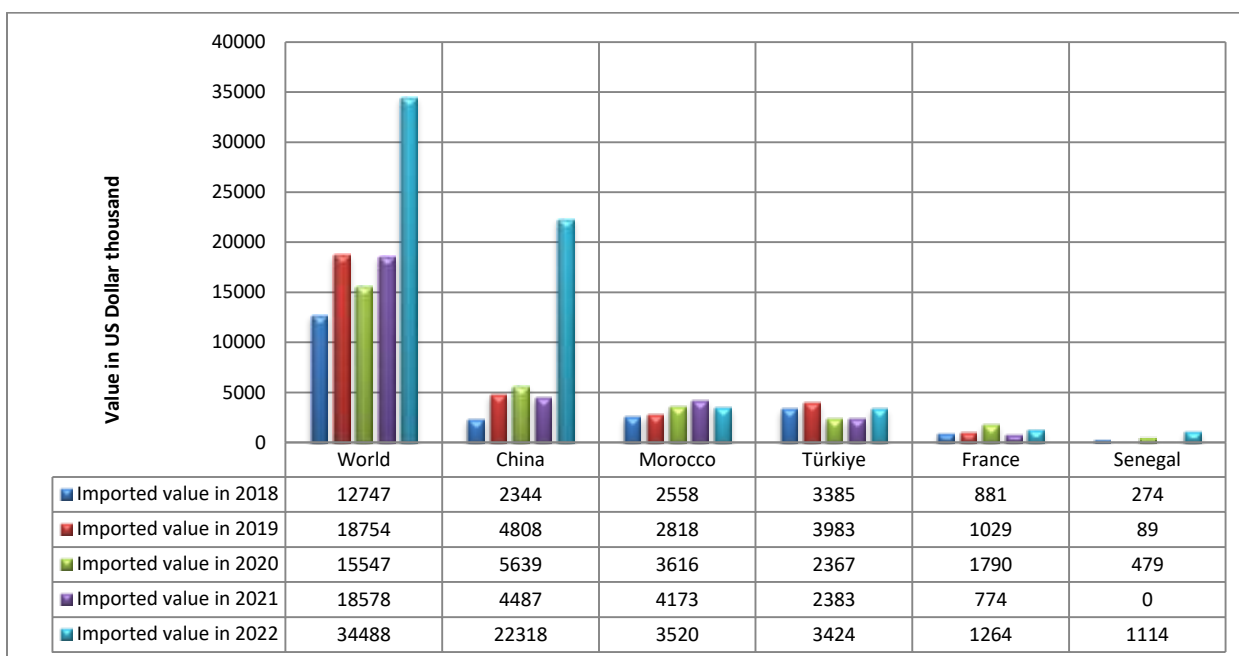




9- Burkina Faso

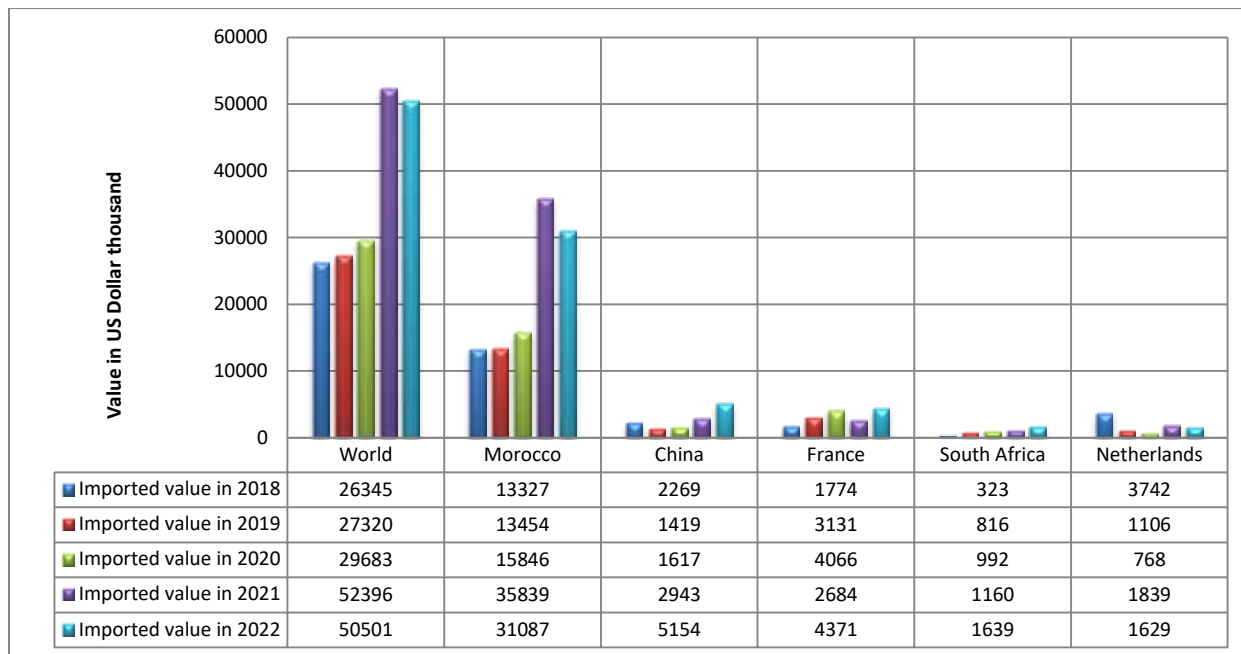


10- Niger

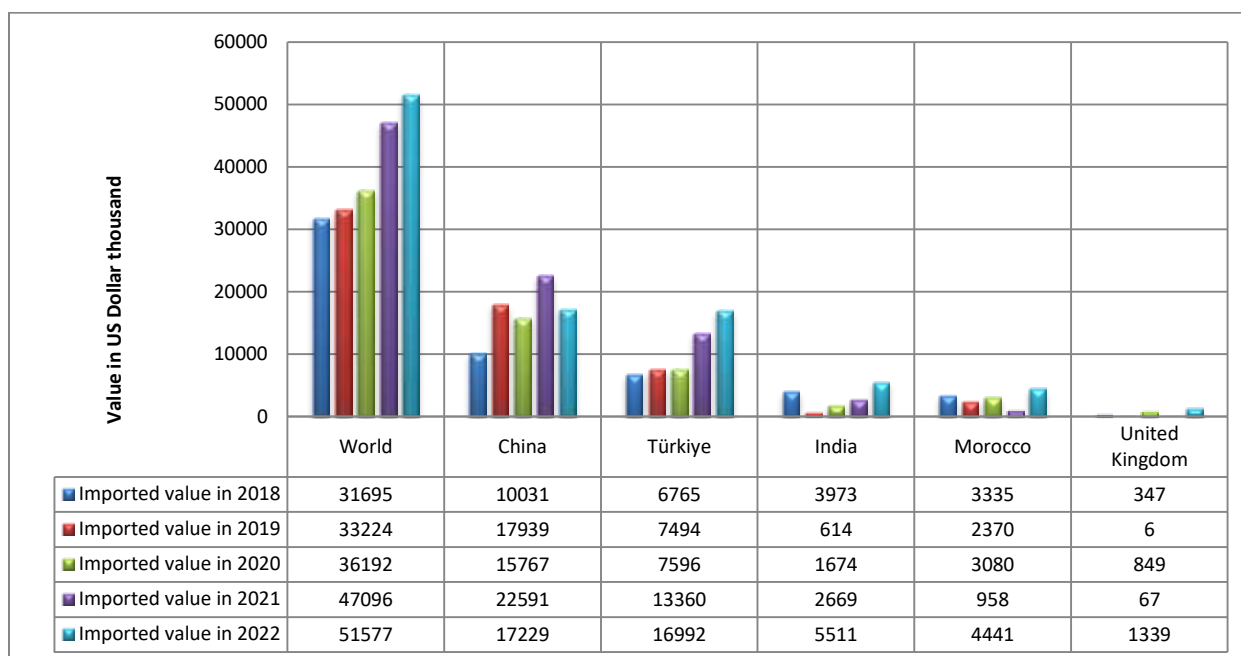




11- Mali

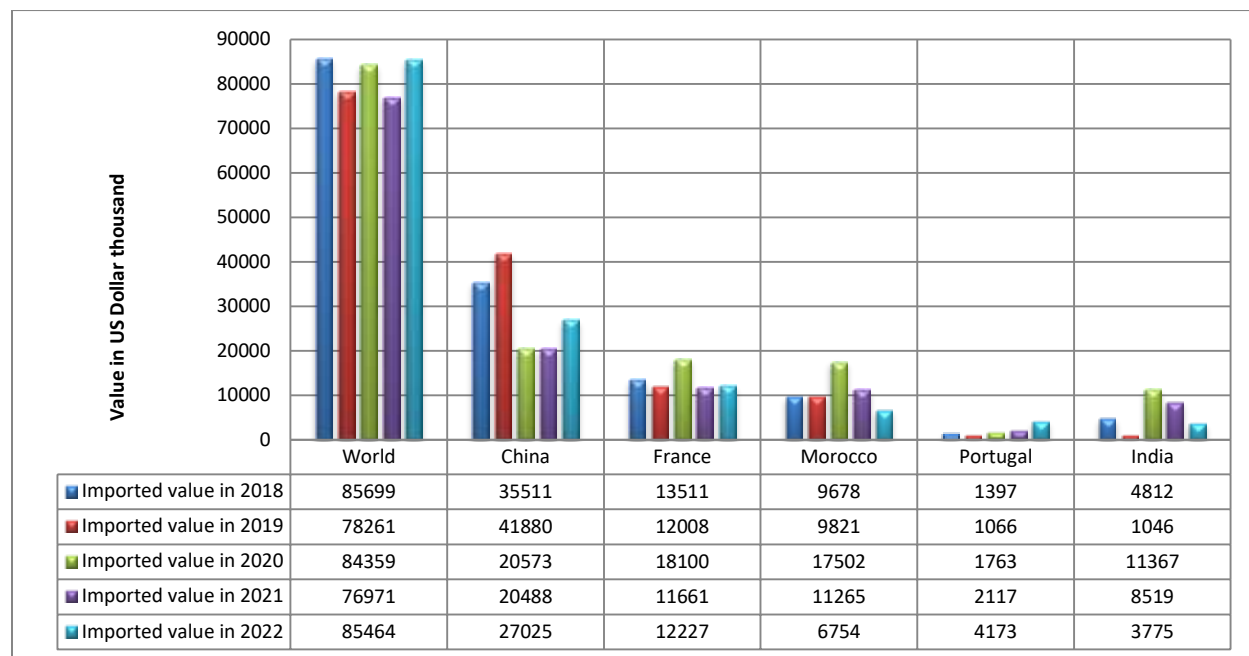


12- Guinea

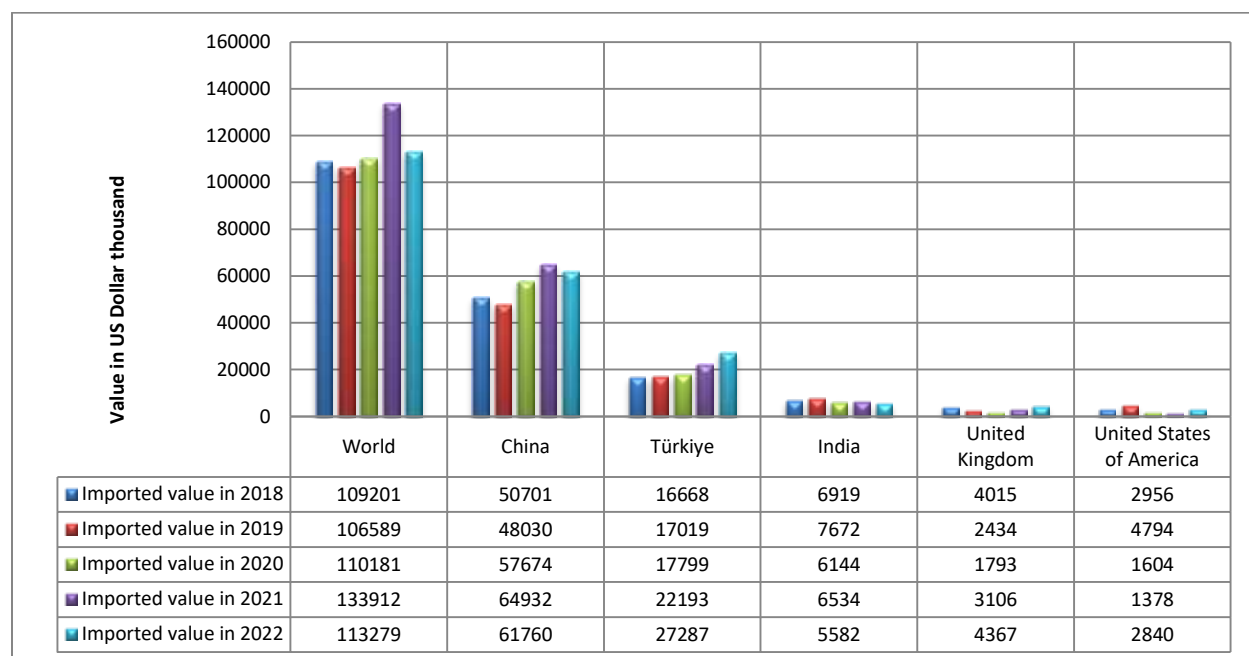




13-Cote d'Ivoire

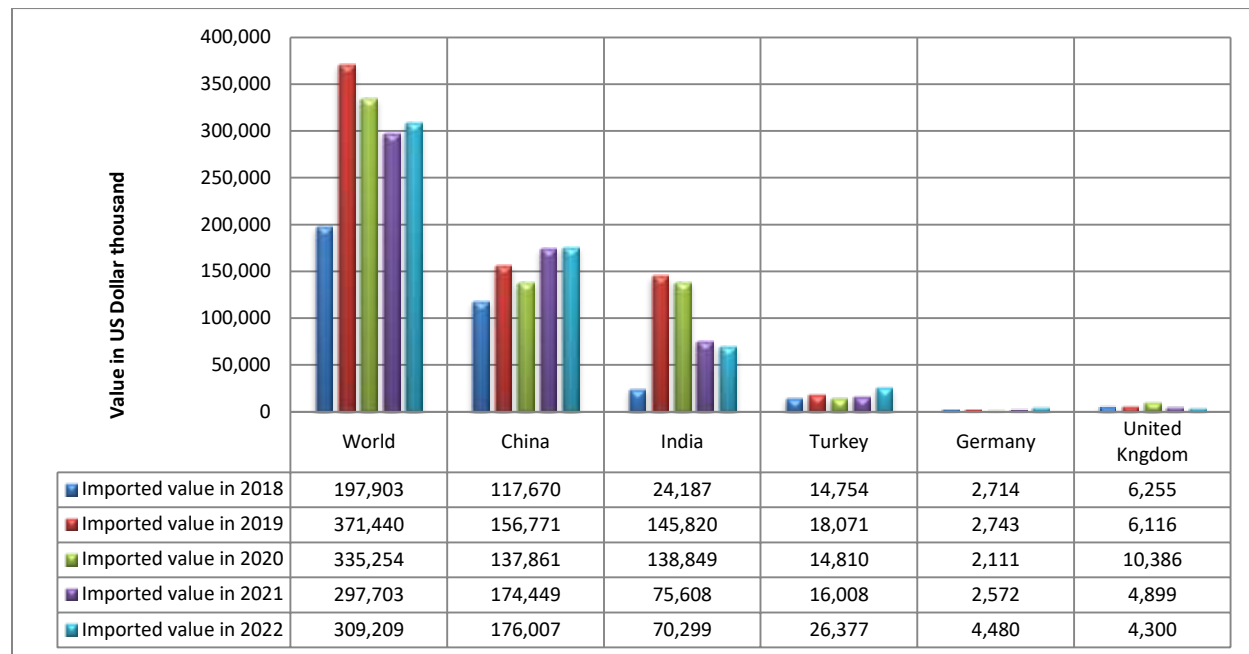


14-Ghana





15-Nigeria



Western Africa countries infrastructure:

Mega project by sector:

Key players:

Market penetration criteria:

Market entry strategy frame:

Outcomes: