



ALFA  
FURNITURE

# Who We Are?



**Alfa G**  
AYAD STEEL

Established in 1990 as a subsidiary of Ayad Group. Tubes mill factory in 6th of October city, producing ERW tubes used in scaffolding & lighting poles.



MULTI-PRODUCT  
STEEL CONGLOMERATE

- The **1<sup>st</sup> private sector** company in the Egyptian steel industry founded in 1973
- Core business is the production of high quality **rebars** and **tubes**
- A key player in the **local market** with a regional play across **MENA & South Africa**
- The group owns three subsidiary entities: **Metad Helwan, Acheel Ayad & Alfa G**



EGP 1.5 bn Annual Turnover



3 Production Facilities



800 Employees

## Sample of Client Base

A core supplier to governmental & private sector real-estate, industrial & infra-structure clients



الهيئة الهندسية للقوات المسلحة



**ORASCOM**  
DEVELOPMENT

**CONCORD**  
FOR ENGINEERING AND CONTRACTING

**UECC**  
United Engineering For Construction Co.

**SODIC**

**ELSEWEDY**  
ELECTRIC

**SABBOUR**

**مجموعة المرشدي**  
MORSHEDY GROUP

**ALPHA**  
INDUSTRIES & CONSTRUCTION  
responsibility what counts!

# Expand to End-User Products

## Entering the Furniture Market

Consolidating the company's resources to unlock commercial potential, and penetrate new markets by producing quality **End-User** products

### Metal Furniture

Offering a wide and diversified Range of Steel, Aluminium and stainless furniture that serves various customers needs:

- Outdoors
- Marine
- Tables
- Stool
- Banquets



# Production Capabilities

## NEW PRODUCTION FACILITIES



The company has established a new fully-fledged manufacturing facility, equipped with top-of-the-line machinery to expand to new products portfolio

## Our Production Machinery

Tube Bending



3D Wire Bending



High Speed Metal Laser Cutting



Press Brake



Punching Machine



Welding Machine



Paint Spray Booth



PVC Foam Sheet Extrusion Line





# Technical B2B Services

In addition to our new End-user products portfolio; we have technical **B2B** services to provide customers with both **Semi-Finished** and **Ready-to-Assemble** products according to their needs.

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JUST SEND US THE DESIGN  
AND WE TAKE IT FROM  
THERE





















































Mazaj Restaurant



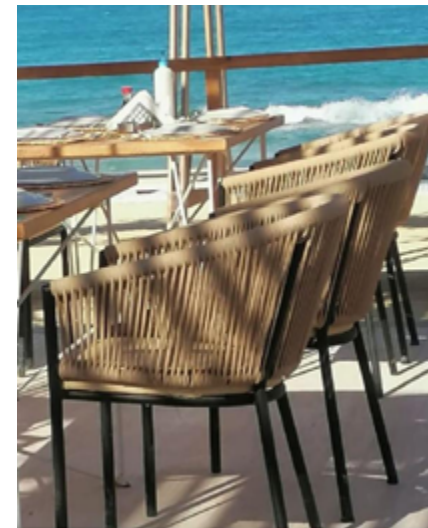
Carlos  
Waterway





Makadi Height  
Sales Center





Chimes Beach Bar  
North Coast