



Observatoire Europe-Afrique 2030

Data sheet n°59

Enterprise : myboo (Ghana)

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Degree of accuracy of the information contained in the data sheet **High**

1. Activity of the enterprise

German company, founded in 2012.

Main activity is the manufacture of bamboo-framed bicycles, including electric-assist bikes.

German factory location: Kiel (approx. 45 employees)

African workshop location: Yonso (Ashanti region - Ghana). Workforce: 25 Ghanaian workers.

Bikes are sold mainly in Germany.

The business model is based on :

- Low manufacturing costs (wages of around 40 euros/month)
- Abundant, free raw materials (bamboo)
- “High-end” marketing positioning
- Allocation of a portion of profits to local social initiatives, in particular the financing of a school for around 500 pupils.

The environmental impact seems limited, as bamboo has a long life.

By 2022, 1,500 bamboo bicycle frames will have left the workshop. They are transported by road to Accra, then shipped weekly by container from the port of Téma to Germany.

Production stages :

- Bamboo processing and drying (several weeks)
- Storage (several varieties in terms of size and circumference for the different parts that will form the bicycle frames).
- Sanding
- Implementation: Every bicycle frame has six parts: top tube, down tube, seat tube, head tube, seat stays and chainstays.



The production process is described in detail in a video available at the following link:
<https://www.my-boo.de>

2. Product range

The models on offer are at the top end of the market. The most expensive are sold for close to 6,000 euros.

Gravel



City Trekking



E-City



E-Trekking



E-MTB



3. Sources of information

<https://www.rfi.fr/fr/podcasts/aujourd-hui-l-%C3%A9conomie/20230818-s-%C3%A9rie-d-%C3%A9t-%C3%A9-%E2%80%93-le-monde-part-%C3%A0-v-%C3%A9lo-5-5-au-ghana-le-v-%C3%A9lo-en-bambou-tr-%C3%A8s-tendance>

4. Contacts

	Function	email	Phone
Keith Otchere	Production manager		

Point to be precised : Coordinates of two managers of the enterprise