



Observatoire Europe-Afrique 2030

## Data Sheet n°47

### Enterprise : Real Bicycle Co (South Africa)

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Degree of accuracy of the information contained in the data sheet

Medium

## 1. Activity of the enterprise

Real Bicycle Co. (RBC) is a wholly owned subsidiary of Qhubeka, a charity that moves people forward with bicycles. Qhubeka has distributed more than 90 000 bicycles through its programmes to improve people's access to schools, clinics, jobs and opportunities in South-Africa.

Previously, bicycles were imported and then assembled in Qhubeka facilities in the North West and Western Cape provinces. With the establishment of RBC in 2019, Qhubeka has ensured that bicycles are now being manufactured locally, contributing to job creation, skills transfer and stimulating the local economy together with the Qhubeka bicycle assembly facilities in the North West and Western Cape provinces.

RBC manufactures the Qhubeka Bicycles that are distributed into Qhubeka's various programmes, and plans to design and manufacture other bicycle models in future. Bicycles are also available for purchase directly through RBC.

### **Manufacturing facility**

The Qhubeka Manufacturing facility is located in the Eastern Cape province of South Africa. It is a fully owned subsidiary of the Qhubeka Charity, and it designs, manufactures, and assembles bicycles for Qhubeka. The facility uses local materials, skills, and labor, and it maintains control of the entire parts supply chain.

The facility was founded in 2019 with the goal of creating jobs, boosting skills development, and ensuring long-term sustainability for Qhubeka.

The initial funding for the establishment of RBC was acquired through an Enterprise and Supplier Development grant from Mercedes Benz South Africa, while Deloitte Consulting prepared the business plan for Real Bicycle Co. that helped to secure this seed funding.

It has the capacity to produce up to 100,000 bicycles per year, and it currently employs over 100 people.

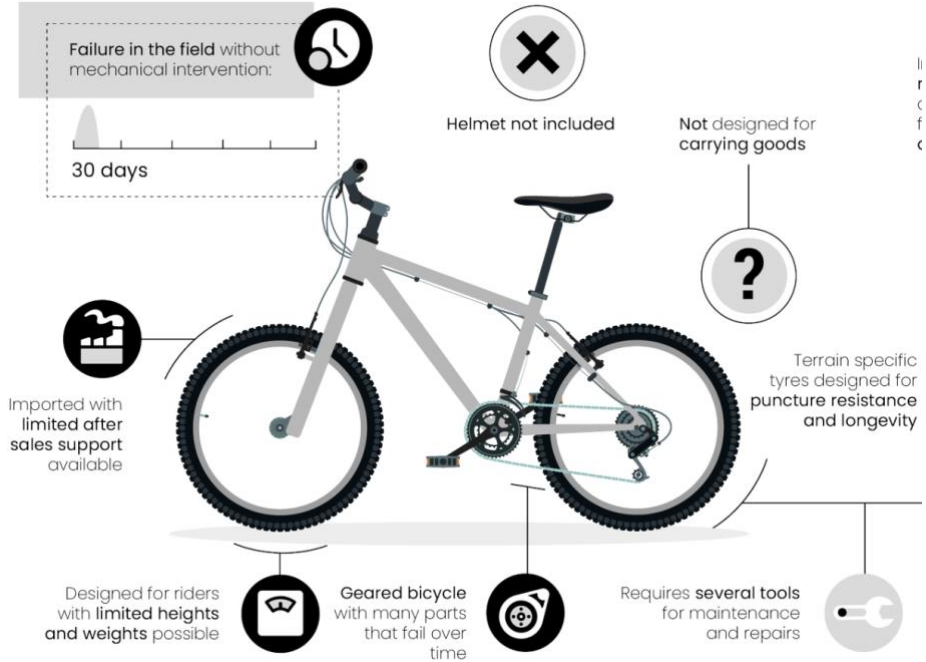
The bicycles produced at the Qhubeka Manufacturing facility are designed to be durable and affordable, and they are specifically suited for use in Africa. They have a load-carrying capacity of up to 100kg, and they are made with locally sourced materials.



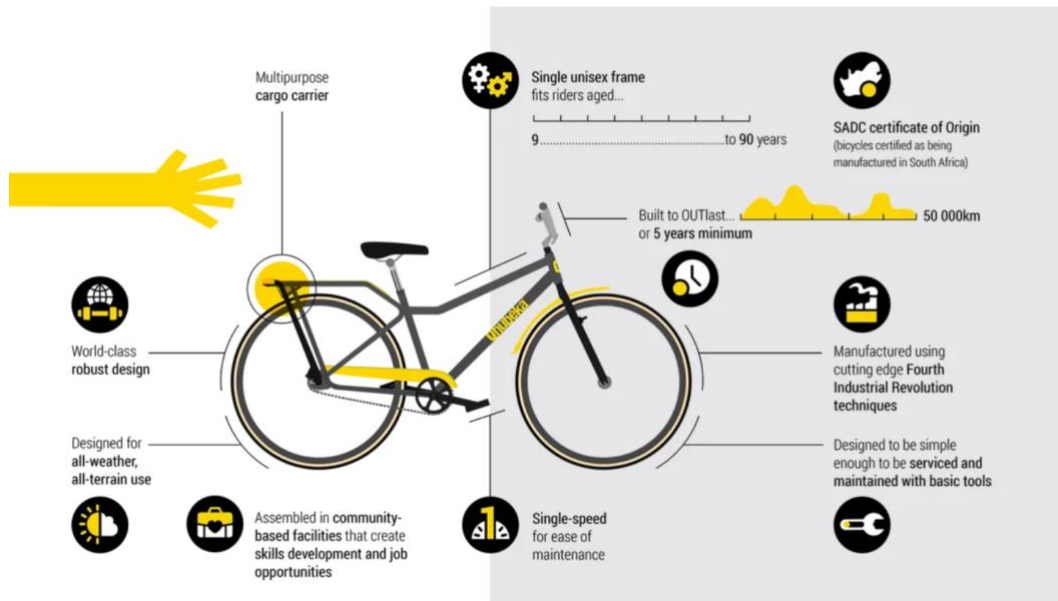
RBC has also been issued its SADC Certificate of Origin, which certifies that its bicycles meet the requirements of being manufactured in South Africa. This gives RBC the advantage of trading within the SADC region without incurring import duties, which helps to keep costs lower for customers.

## 2. Product Range

### Generic bicycle



## Qhubeka bicycle



### 3. Sources of information

<https://www.youtube.com/watch?v=ok-jg0oJStg>

<https://www.zafiri.com/real-bicycle-co-manufacturing-facility-south-africa/>

#### Points to be checked :

- How many bicycles have been manufactured in 2023?
- Turnover 2023 ?
- Proportion of local value added ?

### 4. Contacts

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| Name | Function | email | Phone |
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**Point to be precised :** Names and coordinates of two managers of the enterprise.