

California Bike Coalition



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The Institute for Transportation and Development Policy
was established in 1985, to promote environmentally equitable transportation worldwide.



The same number of passengers are transported in each picture, but with drastically different space requirements.

Mission of the CBC

To improve the quality of bicycles available in the African market by developing national networks of independent bicycle dealers (IBDs), increasing their business capacity, and linking them to international suppliers of quality bicycles, spares and accessories.

Why Build the Industry?



So the African consumer can have this experience:

Instead of this:



The New African Consumer



Style and Brand Conscious

How We Build the Industry



**Designing appropriate
affordable bicycles to meet
consumers needs**

**Providing business and
technical training**



How We Build the Industry



Provide financing allowing IBDs to build their
business capacity

Successes

1. Distributed over 6000 6-speed bicycles
2. Bicycles distributed in 9 African countries
3. Have done technical and business trainings in our 4 core countries

Successes

4. Created a financial model to self sustainability
5. Influenced the design for other bicycles entering the African market

How to get involved

1. Invest in the CBC Endowment Fund
2. Provide technical and sourcing assistance in appropriate bicycle design and procurement

How to Get Involved



Industry Road Show in Ghana, West Africa

Thank you for your time



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