GCBX

GLOBAL CYCLING BRANDS EXCHANGE

GREAT BRANDS DESERVE TO BE FOUND.

From Asia, America, Australia and Europe, we bring cycling brands to the specialist bike dealers of Belgium and the Benelux.

WHY GCBX

Focus per brand

No catalogue where you disappear. We position every brand in the segment and region where demand is strongest, with its own launch plan and one dedicated contact.

Specialist dealers only

We sell exclusively to bike dealers. That is where a quality brand gets the advice, the service and the presentation it deserves.

Service close to the rider

Dealers report warranty claims and returns through our B2B portal and we handle them locally. Dealers and riders get fast answers; you get clear data instead of scattered emails.

Towards exclusivity, together

We build long-term partnerships. As your brand grows, we work towards exclusive representation, with selective distribution through suitable specialist dealers, recommended retail prices and protection of the brand image.

We take work off your hands

Our own import structure handles transport, customs clearance, paperwork and local delivery. We start flexibly on order and build stock as your brand grows.

Insight that moves you forward

Not just sales figures: you see where and how your brand sells and what the market asks for, and you get a forecast for your production planning.

HOW A PARTNERSHIP WORKS

01
Introduction
You tell us about your brand. We tell you honestly if and how it fits.

02
Market scan
Price level, competition, the right segment and the right dealers.

03
Agreement
Clear terms. A flexible start, working towards exclusivity.

04
Launch
Product data in three languages, dealer presentations, first dealers.

05
Growth
Pre-orders per season, local stock, reporting and forecast.

WHAT WE'RE LOOKING FOR

E-bikes · Cargo bikes · Components · Accessories

Does your brand fit? Let's talk.

LET'S TALK

We reply within 24 hours, within 48 hours in peak periods.
We communicate in English, Dutch and French.

E-MAIL	partners@gcbx.eu
PHONE & WHATSAPP	+32 492 71 10 68
WECHAT	gcbx_allez
WEBSITE	gcbx.eu

GCBX – trade name of Verbeke Benny · BE0627682149 · Josse Clymansstraat 6A, 2550 Kontich