

Media information

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BMW IT Hub marks 20 years of developing South African tech talent for the world

+++ BMW IT Hub South Africa celebrates two decades of shaping digital innovation for the world +++ From Pretoria to 130+ global locations - powered by South African talent +++ The BMW IT Hub is not just building tech - it's helping build South Africa's digital future +++

Pretoria. BMW Group South Africa is celebrating 20 years of the BMW IT Hub, a milestone that recognises two decades of investing in South African people, skills and digital capability. Established in 2006 as a specialised support unit, the hub is one of four business entities in South Africa and has transformed into a cornerstone of the BMW Group's global digital ecosystem. Today, it stands as the largest BMW IT Hub outside of Germany, powered by more than 2,500 technology professionals managing everything from production line data to customer-facing platforms across more than 130 BMW locations worldwide.

A major player in the South African economy

This growth has fundamentally changed the IT Hub's role within the local economy. Over the past years, it has created more than 2,000 new jobs through continued expansion, and in 2026, the hub is projected to contribute more than R4 billion to South Africa's economy. As South Africa positions itself as a source of globally relevant technology talent, the BMW IT Hub continues to play a strategic role. It demonstrates what is possible when business, education and long-term commitment to people come together.

Reflecting on this journey, Peter van Binsbergen, Chairman and CEO of BMW Group South Africa, noted: "This 20-year milestone is a testament to the world-class talent we have right here in South Africa. The hub has evolved from a support centre into a global innovation powerhouse, and as we lean further into AI and data-driven mobility, our Pretoria team will be at the very heart of BMW Group's digital future."

Adding to this sentiment, Thorsten Achenbach, Director of the BMW IT Hub remarked: "This milestone reflects our commitment to transforming local potential into global innovation, ensuring South Africa remains a key architect of the BMW Group's digital journey."

More than just code: A focus on talent

Beyond the balance sheets, the IT Hub has dedicated the last two decades to closing the digital skills gap. Coinciding with Youth Month, the facility is emphasising its outreach programmes and university partnerships, which have reached more than 40,000 individuals through mentorship and career exposure. The hub continues to invest in these initiatives to broaden digital access and connect young South Africans, including 134 Graduate Tech Academy (GTA) participants in 2026, with high-growth career pathways in media and technology.

The BMW IT Hub South Africa celebrates its 20th anniversary with strengthened partnerships across leading academic institutions, including the University of Pretoria and the University of Stellenbosch. Last year, on 15 and 16 October 2025, the inaugural University of Stellenbosch Colloquium showcased research and services developed by students participating in joint projects with the BMW IT Hub. In 2026, coinciding with this milestone anniversary, the Colloquium, in collaboration with the BMW IT Hub, is hosting a week-long innovation programme for students from different South African universities. This initiative aims to empower top students with hands-on skills and exposure to cutting-edge technologies, further cementing BMW Group's commitment to fostering academic excellence and industry innovation.

Celebrating the milestone

To celebrate these achievements, BMW Group South Africa hosted an anniversary event at the IT Hub in Menlyn, Pretoria, bringing together government officials, industry and media partners, and academia. The proceedings were honoured by the presence of Gauteng Premier Panyaza Lesufi, underscoring the strong partnership between BMW Group South Africa and the provincial government in advancing digital skills and innovation. Some students from the Graduate Tech Academy were also in attendance, including members of the cohort of 134 students onboarded in January 2026, showcasing the future of the hub. The day included live showcases of South African-developed AI inno-

ventions, guided tours of the hub's state-of-the-art facilities and a fireside discussion focused on the next generation of tech talent. The event served as both a reflection on 20 years of success and a commitment to continued investment in the region.

Twenty years after opening its doors in Pretoria, the BMW IT Hub South Africa continues to play an important role in the BMW Group's global digital ecosystem. As the BMW Group accelerates its digital transformation, the BMW IT Hub remains firmly focused on the future. It continues to nurture talent, embrace new technologies and contribute to the Group's global success.

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The BMW IT Hub South Africa

The BMW IT Hub South Africa, established in 2006 in Pretoria, is one of the BMW Group's largest global technology centres and the largest IT Hub outside Germany. It plays a critical role in supporting the BMW Group's global digital ecosystem, delivering scalable technology solutions across production, customer experience and enterprise systems.

The BMW Group

With its four brands, BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.



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The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

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