

ANTON ROELOFSE is the Regional General Manager of Business Partners Ltd for the Western and Eastern Cape, also known as the West Coast Business Unit. He has 30 years' experience in working with more than 1000 SMEs through finance and investment support programs. Anton has a vast knowledge of the South African marine industry in which he specialized from 1989 – 2000. He specifically assisted fishermen in the Western and Eastern Cape with government legislation, the quota allocations process and tailor made finance to accommodate the seasonality of the fishing industry. During his tenure at Business Partners he's held various managerial positions and since 2005 Anton was promoted to Chief Operating Officer for the West Coast overseeing the city based areas of the Western Cape Province. He currently holds the position of Regional General Manager to which he was promoted in 2010.

The above exposure gave Anton extensive experience in the areas of:

- Fund management both operationally and financially in a number of asset classes.
- Turnaround strategies not only for investee companies, but also for divisions within the company.
- Understanding what make SMEs achieve success and what not.

The above experience has led to Anton's involvement in the Landbouweekblad Vroue Entrepreneur van die Jaar competition over the past 6 years; a role he takes seriously because of the value adding guidance and mentorship he can provide to finalists. It is also close to his heart because of the upliftment that these remarkable women provide in their communities with regards to empowerment through job creation and knowledge and skills transfer through job development.

The Western Cape Business Unit has an investment portfolio of around R800 million and an average of 120 new SMEs are financed by this business unit every year.

Anton graduated with a BCom and an Honours degree in Business Administration from the University of Stellenbosch. Anton is a family man and enjoys a balanced lifestyle which includes, sport, leisure time in the nature and he is even known to enjoy the odd theater experience.