



market place, where he believes it is perfectly positioned to thrive. "Africa is the future," he says. "The reality is that we're probably better placed than anybody."

He is enthusiastic about future prospects. "We're in the process of developing the strawberry business within Southern Africa, based around currently providing strawberries to South Africa in summer where they are out of season. That's a huge potential market which is as yet relatively untapped and we're a year and half into our project. From a market development perspective we like to take what we're good at currently - the fresh fruit, the fresh vegetables - and expand horizons into the US, the Middle East and the Far East."

Rollex's ethos may be simple, but it has already created a legacy of hope, progress and development within Southern Africa. All that remains is to continue that upward climb. ☑

across the southern African region. It does not hold back when it comes to little ideas with big potential, and works closely with small scale farmers, encouraging job and skills creation in order to raise the standard of living in rural Africa.

"We're committed to striving to be the best, to training the best, investing in the best practice, the best equipment and best processes - and thereby delivering the best. Everything we do centres on that," says Williams. And it means Rollex has had no trouble keeping its head above water in today's economic climate. Williams attributes the company's success to the African



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