



Humble start proved no obstacle

By EMILY CHARRISON

LEADING SA businesswoman **Angelique Boileau** began her climb up the corporate ladder when she was just a small child in Hungary.

Now 62, Mrs Boileau helped her family survive by selling stockings, chocolates and other goods door-to-door after her father was forced to flee to Adelaide during Hungary's occupation by Russia.

"He supported us by sending me these parcels every month to sell – my mother told me that's where I got my selling skills from," says Mrs Boileau, who now owns a marketing company with an annual turnover of \$15 million and 42 staff.

"My childhood experiences gave me the ability to fight each day, to wake up with a new challenge and know that failure is not an option.

"Because if I failed back in Hungary it meant we would not eat the next day."

Almost a decade after the family was reunited in Adelaide in the '50s, Mrs Boileau got a job as an air hostess with Ansett Airlines and moved to Melbourne.

She also worked with Associated Airlines as a hostess for leading Australian company executives



TOP OF HER GAME: Angelique Boileau's rags-to-riches story is an inspiration for other aspiring business owners. Picture: Roy Van Der Vegt HF421445

before becoming one of Australia's top achieving sales people for the Konica Corporation.

In 1989 she bought the Fuji Xerox dealership in Adelaide "after convincing my family it was the right thing to do" and moved to SA's eastern suburbs. Now in its 20th year, her family run Boileau Business Solutions markets office hardware to commercial companies across SA on behalf of Fuji Xerox, NEC, Telstra and Panasonic.

"If someone had told me that I'd

end up running a major technology business I would have laughed at them.

"But here we are celebrating two decades of key technology partnerships, with the business continuing to grow from strength to strength." Mrs Boileau is also chairwoman of a fundraising committee for Adelaide Zoo's soon to arrive pandas, on the board of Women Chiefs Enterprises International and a sponsor of Scouts SA, Minda and the South Australia Olympic Council.