



## CEO SPOTLIGHT

# Lake Aviation

## Powering East African Skies with Precision and Partnership

An AFRAA Exclusive Interview with **Mr. Osman Adeeb**  
CEO of Lake Aviation



### Introduction

Lake Aviation, a cornerstone of the Lake Group, has established itself as a critical partner for the aviation industry in East and Central Africa. With over 18 years of experience and a network spanning Tanzania, Zambia, DRC, Burundi, Rwanda, and Uganda, the company is on a mission to be the region's preferred provider.

We had an interview with Mr. Osman Adeeb - CEO, to discuss their unique approach, the evolving challenges of aviation fueling, and their vision for supporting a thriving African aviation sector.

### 1. Vision & Leadership

Lake Aviation's vision is to be the preferred aviation fuel provider in East Africa. Beyond competitive pricing, what does being 'preferred' truly mean to you and your team? How do you embed that into your company's culture?

*Preferred truly mean the customers, clients and stakeholders recognizes or products and services with trust, reliability and commitment.*

*Lake Aviation built up sound operation excellence, customers services and satisfaction to be as part of it culture and strategic focus.*

### 2. Strategic Expansion & African Connectivity

With operations in six African nations, you have a significant footprint. How does Lake Aviation's expansion strategy intentionally support the growth of intra-African connectivity? How does your joining AFRA Partnership align to bring about your strategic expansion?

*Lake Aviation Strategic expansion internationally used to strengthen the aviation fuel and Infrastructures and its associated services that ensure products/services availability at right quality, price and time that enable airlines to operate effectively and efficiently in support of intra-African connectivity*

*Joining AFRA Partnership is considered to be paramount on supporting lake aviation strategic expansion in a sense that engagement with members and partners and AFRAA Working groups will boost its contribution mutually and hence the growth of the sectors.*

### 3. The Integrated Advantage

Lake Aviation is unique as it's backed by the Lake Group's extensive petroleum trading network. How does this integrated supply chain model directly benefit airline operators in terms of reliability, cost-efficiency, and security of supply, especially in challenging operating environments?

*Lake Group; Lake Aviation adopt integrated Supply Chain Management (SCM) mode based on its strong logistics and distribution networks and systems (Sourcing, Storage and Transport) that ensure stable supply, availability of sufficient/reserve stocks as well flexibility on credit limits and terms that benefits airlines operations with reliability, cost-efficiency and with interruption/disturbances on the services delivery.*

#### **4. Safety as a Non-Negotiable**

Your profile emphasizes strict compliance with Joint Inspection Group (JIG), IATA, and other international standards.

In a region where operational practices can vary, how does Lake Aviation not only maintain but also champion these global safety benchmarks, and how do you ensure this rigor is felt by your airline partners at every touchpoint?

*Lake Group; Lake Aviation Management consider highest commitment on its published safety policies and procedures and compliance with international and national standards or/and regulations including IATA, JIG and airlines as well.*

*Lake Aviation adopt sound safety oversight, audit and inspection programs that assure the compliance and addressing areas for improvement on time. Our safety officers/operators whom are well trained are readily available at airside/ramps to ensure adherence on safety during life operation together with other ground handling operators and partners besides airlines regular inspection and auditing.*

#### **5. Innovation in Service**

Beyond the physical supply of fuel, you offer a suite of specialized services like HSSE Risk Assessments and specialized training.

Why was it strategic to build this 'ecosystem' of services, and how does it create a more resilient partnership with your clients?

*Lake Aviation consider HSSE is an integral part of its business development portfolio as its critical industry concern and KPIs. Lake Aviation used to invest on its people development on this specialization/area of expertise and would like to share it with stakeholders to contribute on enriching the experiences and scale up the standards for the sake of the industry. HSSE and Risk Assessment Trainings aimed to*

*collaborate with and improve our client's knowledge and level up their skills on aviation fuel/products and associated services to control and manage the related hazards and incidents which support resilient partnership.*

#### **6. Navigating the Future**

The global aviation industry is focused on sustainability and the energy transition. From your vantage point, what role does Lake Aviation see itself playing in the introduction and scaling of Sustainable Aviation Fuel (SAF) and other green initiatives within the African context?

*Lake Group; Lake Aviation strategically consider to up hold sustainability agenda in its operations including utilities/Power Generation, Electrification of its fleet, Recycling, Eco-friendly equipment, technologies increase fuel efficiency and curb emissions and more.*

*Lake aviation is committed to engage and support (Technically, Logistically and more) on all national, regional and international initiative's, programs and working group (Task Force) focusing to scaling of Sustainable Aviation Fuel (SAF) and other green initiatives within the African context?*

#### **7. A Message to AFRAA Members**

For the airline leaders and operators reading this in AFRAA's publication, what is your core message about partnership?

Why should they choose Lake Aviation not just as a supplier, but as a strategic ally in their own success across East and Central Africa?

*Lake aviation take this opportunity for assure its commitment to the airlines leaders that is readily available to engage/partner, take on and address their requirements and provide reliable/safe, cost-effective, and on time supply, fueling and its associated services effectively and efficiently.*

*Lake aviation is readily available to provide technical services or/and trainings to airlines personnel/staff on fuel related matters.*