

Engen Namibia appoints new MD

Engen Namibia has announced the appointment of Christian Li as their new managing director in the country.



Christian Li, newly appointed managing director, Engen Namibia

With over 20 years experience spanning the retail and lubricants side of the downstream oil business, as well as the commercial side, inclusive of special products, marine and aviation, Li has been charged with the challenging task of maintaining Engen's market position in Namibia and leading the company's next phase of growth.

"I look forward to strengthening Engen's value proposition and relationships with customers and partners in order to consolidate our leadership position in Namibia," says Li.

"We plan to ensure that we not only have the best retail footprint in Namibia but also the best in class in terms of fuels, convenience offerings, innovations, business solutions and services."

Li takes the helm at an exciting time in the development of the Namibian market.

“In this competitive environment, we will continue to work smartly to defend our market position and increase shareholder value,” he says.

Driving team spirit and dynamism

Li says his immediate plans are to drive team spirit and dynamism amongst staff and to build a customer facing culture emphasising safety, reliability and operational excellence.

There has already been considerable infrastructure spend in the country over the past few years with the completion of two bulk fuels facilities. In Ondwanga, a bulk fuels storage and handling facility have enhanced the supply chain in northern Namibia.

“We also built a bulk fuel facility in the West in Swakopmund, which services key industries in the area. The facility includes a storage capacity for lubricants and a pipeline to nearby mining activities as well as loading facilities,” adds Li.

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