

MOHAMMAD IJAZ

FOUNDER AND MANAGING DIRECTOR OF ENERCON



A Diligent Business Leader on a Mission to Revolutionize the Energy Sector

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When it comes to entrepreneurship, the crucial factor that can determine the success of an entrepreneur is its risk-taking ability. Taking risks involves seizing opportunities, stepping outside of one's comfort zone, and challenging the status quo. Interestingly, it is not until one is really pushed and tested, that they unleash their full potential and elevate themselves. Success comes to those who have the courage to stay strong during tough times and are willing to learn as they move along. An ideal example of such a personality is Mohammad Ijaz, founder and managing director of ENERCON. His life story shows us how a persistent attitude and an adaptive mindset can lead a person to his ultimate success. “An opportunity was presented and I took a leap of faith”, says Mohammad Ijaz. Ijaz was in a financial crisis when he chose the entrepreneurial path. Despite the situation, he grabbed the opportunity without hesitation and overcame



all the challenges and difficulties with his sheer will and determination. It was his dedication to his goal that made him push forward even without any encouragement. Today, Mohammad Ijaz is one of the most successful business leaders in the GCC region with over 18 years in pioneering the future of the construction and energy sector.

The Inception of ENERCON

Being a master's student at the prestigious Harvard University, Ijaz was bestowed with the opportunity to meet several prominent personalities from the construction and energy industry and attend various industry-related fairs and conferences. It was during such an event in 2016, that he got introduced to some technologically advanced products and energy conservation solutions that piqued his interest. Being someone from the GCC region, he was able to soon identify the value and scope of such products in the landscape since

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the energy conservation industry was only picking up back then in UAE and the building materials especially in the roofing sector were lagging in terms of technologically advanced products. This ultimately led to the inception of ENERCON in 2017.

Notably, ENERCON was incepted with the foresight and passion to bridge the technological gap in the construction and energy industry by offering unique and innovative technologies to their customers. The company has two verticals – the first one is energy conservation where the firm works closely with energy service companies (ESCO) to offer and deploy their unique solutions. The second vertical is building materials, where ENERCON manufactures and supplies innovative waterproofing and structural strengthening products. “The nuclei for all ENERCON product offerings have always been sustainability and environment friendly. We see it as our social responsibility and we keep it at the center of our business model, so we can contribute to our planet, we live on”, adds Ijaz.

Introducing the Most Advanced Roof Waterproofing System in GCC

Within a short period of time, ENERCON matured to become one of the key players in the market by offering innovative

and unique products and solutions for a niche segment of the market. Their state-of-the-art products gained recognition over a period of time and helped build a solid reputation for the firm in the marketplace. As a result, the company positions itself as a specialized solution provider. One such specialized solution is their liquid silicone coatings. One of the main issues that troubled the GCC construction sector was finding a good waterproofing solution that can withstand extreme weather, ponding water, and dust all at the same time, and perform for at least 20 years. This is precisely where ENERCON pioneered in introducing the most advanced roof waterproofing system in the region. Liquid silicone coatings' advanced formulation, superior functional properties, innate water-repelling feature, and durability for over 25 years, without any doubt, made it an ideal choice for public and private sector end-users. It not only offers waterproofing but also acts as a cool roof coating by reflecting 90 percent of incident sunlight and helps in substantial temperature drops. These features and attributes make silicone coatings a ‘Single Component Complete Roofing Solution’. Besides, for the past six years, ENERCON has been at the forefront in educating customers, carrying out mockups, and generating demand for this solution which eventually led silicone coatings to be recognized as one of the



most advanced waterproofing solutions across GCC. Currently, the UAE is one of the largest consumers of silicone roof coatings, for both waterproofing purposes and energy conservation as well.

As a successful business leader, Ijaz shares how he steers and leads his team to progress. “Values embedded in ENERCON’s DNA are Transparency, Respect, and Customer Success. We strongly believe and exercise in maintaining complete transparency with our team members and customers. Transparency not only imparts immense confidence to our team but also helps us in building credibility with our customers. It’s the key factor for our success,” affirms Ijaz. Moreover, ENERCON fosters an inclusive culture at work where everyone is given importance and every voice is heard in the decision-making process. He believes that the key to the firm’s growth is its ability to inculcate the feeling of belongingness in each of its team members. This way, they feel and think the same way for the company and equally contribute to the progress of the company. He proceeds to explain that it is common in every business to oversee a few vital things when one is multi-tasking and problem-solving throughout the day. Here, an inclusive culture plays a huge role since everyone shares the responsibility and if one misses out on something important, the team members would chip in. It is these minor things that usually conduce in shaping up the company processes and bringing

in the success. He also mentions that the firm’s transition to a manufacturer and its simultaneous entry to the US market was executed effortlessly only because of its strong inclusive culture.

Currently, Ijaz and his team are focused on their shift to the US market and the complete transformation of their business and operations. The company strongly depends on its inclusive culture and its traits of being flexible, nimble, and agile for a smooth transition. They aim to become one of the leading manufacturers of innovative materials and establish their niche in next three to five years.

Furthermore, Ijaz’s piece of wisdom with the coming generation of entrepreneurs. First and foremost, he emphasizes the significance of hiding the bottom line of a startup venture’s P&L during the initial phase of the business. Since it can overwhelm the entrepreneurs and distract them from setting the right course for the business, he advises to keep it hidden for the first few months. Not only that, he reminds that the journey of entrepreneurship demands sacrifices and consumes all of one’s time in problem-solving and making an idea work. But, it all starts to make sense and seem satisfying once the puzzle pieces begin to set down in place. He encourages young business leaders to nurture a progressive mindset and positive thinking as these traits can lead you to your path of glory.