

Injaz to Focus on Sustainable Community Design, Construction and Development

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Company to Bring Dynamic Designs, Innovative Concepts and Efficient Technologies to Master Developments in Dubai.



Dubai – **Injaz**, leading property developer and subsidiary of Dubai Properties Group, today revealed its new strategy that aims to redefine the real estate market with its focus on conceptualizing and building sustainable communities and spaces.

During an invitation only ceremony at the Mina A'Salam Jumeirah, **Injaz** revealed its strategic vision, roadmap, and novel website to key stakeholders and business professionals. Presenting pioneering concepts dedicated to bringing top design and construction excellence to its stakeholders, **Injaz** also revealed its roadmap to deliver results with cutting-edge technology and ethical investment strategies.

Mr. Mohamed Al Dabal, CEO of Injaz.

Mohamed Al Dabal, CEO of **Injaz**, said: "Sustainability as an issue is not a choice but an imperative necessity when considering a mega real estate projects. How we live and the way we consume energy and space has implications not only on our lives but also the entire planet. We believe in this principle very strongly and will, therefore, endeavour to build and promote spaces that are not only aesthetically appealing and exemplify excellence, but also prove sustainable in the long run.

Injaz is committed to implementing international best practices in Dubai's competitive real estate industry. While benchmarking projects with global standards, the company will incorporate local architecture and property development values to reorient the construction of master communities.

Al Dabal added: "As pioneers in the field, **Injaz** will set new benchmarks for sustainable community developments. We believe that with our revamped strategy we will successfully offer creative solutions that will redefine the real estate industry in the region and overseas. We are living in definitive times, where the issues of environment and energy are topmost in people's minds. How we define and manage these issues will eventually shape the future of our world."

Injaz 's current project portfolio is worth over AED 360 billion, developing over 900 million square feet of mixed used developments, including Jumeirah Beach Residence, Executive Towers, The Villa and Tijara Town.

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