

MCUBE ENGINEERING CONSULTANTS

COMPANY PROFILE

2026



m³

ENGINEERING
CONSULTANTS

Energy Efficiency | Sustainability & Carbon
MEPF Design & Supervision

About m³ec

In a region where performance, compliance, and carbon goals are converging, MCube Engineering Consultants was founded to fill a critical gap—offering integrated, high-impact solutions across **MEP design, energy efficiency, sustainability, and smart building technology.**

We're a boutique firm—but one built by seasoned professionals with decades of combined experience across the design–build–operate lifecycle of the built environment. From energy modeling to commissioning, from wellness-focused design to digital twin readiness, we don't just tick boxes—**we create value.**

Whether it's an efficient HVAC system, a net zero strategy, or an intelligent building dashboard—

MCube ensures your project doesn't just work. It performs.



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WELCOME MESSAGE

Mohammed Shamroukh Co-Founder & Managing Partner

B.E.(Hons) Mech. Engg. | MSc. Energy | CEM®, CMVP®, CAP®, PMVA™ | PQP(PBRS) | LSSGB



Dear Clients, Partners, and Industry Colleagues,

Welcome to MCube Engineering Consultants.

As the Managing Partner, it is both a privilege and a personal milestone to lead a practice built on deep technical expertise, a passion for innovation, and a shared vision for smarter, more sustainable buildings.

MCube was founded to go beyond conventional consultancy—to provide integrated solutions that bring together design, performance, and technology in ways that create lasting impact.

Over the years, I've had the opportunity to work across the entire built environment lifecycle, spanning masterplans, super high-rise towers, retrofits, and infrastructure-scale projects. From system design and commissioning to digitalization and decarbonization strategies, these experiences have shaped a practice rooted in technical depth, strategic clarity, and real-world results.

At MCube:

- We don't just meet standards—we help define them.
- We don't just design systems—we optimize outcomes.
- And we don't just engineer buildings—we help shape better places to live, work, and thrive.

Thank you for considering MCube Engineering Consultants as your trusted partner.

We look forward to building the future, together—with purpose, precision, and performance at the core.

OUR VISION

VISION

To shape a future where every built space is designed, operated, and experienced with sustainability, wellness, and intelligence at its core.

OUR MISSION

MISSION

To deliver cutting-edge engineering and consulting solutions that help our clients unlock energy savings, reduce carbon footprint, and embrace smart technologies—without compromising design, comfort, or compliance.



OUR SERVICES

MEPF Design & Engineering Delivery

- MEPF Design & Supervision
- HVAC Load Analysis & CFD
- BIM-based Coordination & Clash Detection
- Authority Approvals & LSRs
- CxA : Performance Testing, Validation & Review



Energy Efficiency & Sustainability

- ASHRAE Level 1, 2 and 3 Energy Audits | Carbon Accounting | GHG Reporting
- Energy Modeling & Optimization
- Net Zero & Decarbonization Strategy | EnMS Development
- Certification & Compliance (LEED, Estidama, Mostadam, WELL, EDGE)



Indoor Environmental Quality & Wellness

- Ventilation & Filtration Strategy (ASHRAE Std 62 , IAQP, Gas-Phase Filtration)
- Thermal Comfort Optimization (Modelling, Zoning & Recalibration)
- Lighting & Acoustics Integration
- Real-Time IAQ Monitoring, Analytics and Control Interventions
- Certification-Aligned Design Support (WELL, RESET, Estidama, LEED)

Digitalization & Smart Buildings

- IoT-based Controls & Dashboards
- Digital Twin Readiness
- BMS Optimization (BEMS) and Automated Commissioning (ACx)
- Predictive Analytics for Building Operations



MEET OUR EXPERTS



Mohammed Murtaza

Mohammed Murtaza brings a wealth of knowledge and expertise in the HVAC and building services industry. As a Certified Energy Auditor (CEA™) and LEED Green Associate, he has successfully designed projects worth over AED 3 billion, including high-profile residential, commercial, healthcare, and industrial developments across the Middle East. His dedication to energy efficiency, sustainability, and compliance with global standards drives his vision for delivering innovative and reliable solutions.



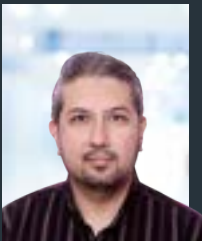
Mohammed Shamroukh

Certified as a PQP(PBRS), CEM®, CMVP®, PMVA™ and CAP®, Shamroukh combines technical precision, project management acumen, and a strong focus on green building practices to redefine engineering efficiency. With hands-on experience in energy audits, AI/ML integration, and innovative HVAC solutions, he has delivered measurable energy and carbon savings (multi-million dollar savings annually). Mohammed's dedication to excellence and sustainability is evident in his contributions to large-scale developments, industry summits, and his active involvement in professional associations like ASHRAE and CIBSE.



Moiz Ashraf

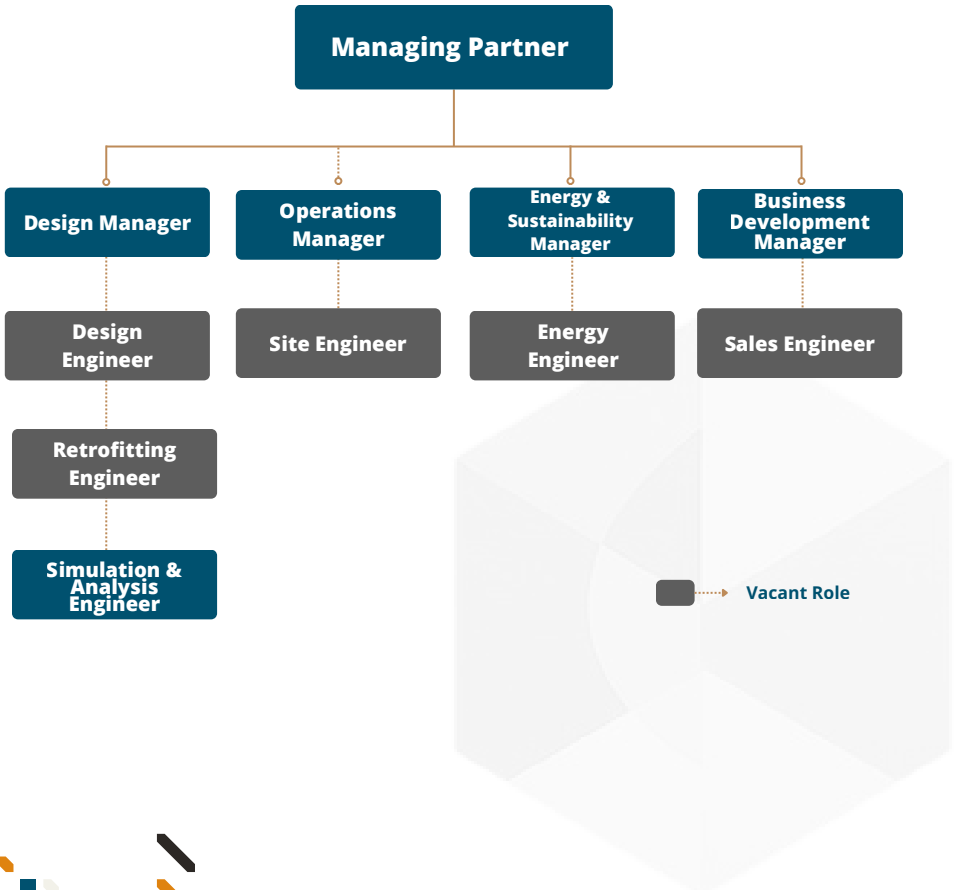
A seasoned entrepreneur and HVAC specialist, Moiz Ashraf brings a unique blend of business acumen and technical expertise to MCube over a decade of leadership in the HVAC and TAB sector, ventilation design, and product integration. Over the years, he has led key regional projects across commercial, healthcare, and infrastructure sectors. At MCube, he bridges technical design with supply-side insight, driving value engineering, IAQ-focused strategies, and system performance optimization.



Mohsin Ashraf

With over 18 years of experience in the MEPF industry, Mohsin brings deep expertise in project management, business development, and product strategy. His career spans the successful delivery of diverse projects across the region, with a strong focus on aligning technical execution with commercial objectives. At MCube, Mohsin plays a key role in overseeing project lifecycles, driving regional growth initiatives, and shaping our MEPF product and service offerings to meet evolving market needs. His ability to connect operational delivery with client value makes him an integral part of MCube's leadership and long-term vision.

ORGANIZATION CHART



LIST OF RECENT PROJECTS

Client	Project Details	Location
Anantara	Thermal Comfort Diagnostics (Audit, TAB & Design Review)	Palm Jumeirah
Lapita Resort	Restuarant & Lobby (TAB Works for Refurbishment)	Dubai Park & Resorts
Meddad Printing Press	Production Area (Audit for IAQ & Cooling ; Retrofit Design)	Sharjah Industrial
FujSeng Construction	Quattro Del Mar Ras Al Khaimah (HVAC Design & Shop Drawings; Documentation)	Ras al Khaimah
Al Batha Real Estate	Al Batha RE Office (Independent Commissioning & TAB Validation)	Sharjah
Private Villa	Audit/Inspection, Retrofit Design, Pre- Commissioning	Fujairah
Gulf Firefighting Equipment FZE	Warehouse	Dubai
Scitra	Chemical Plant (Life Safety Review / Documentation)	Sharjah
1 MENA Residential Building	Residential Building	Dubai Silcion Oasis
Alternative Workers L.L.C	Labour Accomodation	Muhaisanah
AGMC	Old AGMC Showroom (HVAC Performance Testing & Verification)	Sharjah
Mr. Rashid Bin Humaid	G+12 Rectification & Retrofitting Installations	Dubai
Al Hamra Real Estate	Office	Dubai
Noah's ARC / Grille / Toads	Restaurant	Dragon Mart / DSO / Barsha
Vaper	Shop	Emaar Medows
Pizzaro	Restuarant	DSO Mall
NMC Hospital	Healthcare TAB Inspection	Dubai
Global Art	Art Shop	DSO Mall
Bvlgari Residence	Snag Audit + Retrofitting	Jumeriah Bay
Mr. Andy Churchill	Retrofitting Design + IAQ Management	Jumeriah Clusters

OUR CLIENTS



GET IN TOUCH

At MCube, we believe that every project is an opportunity to shape the future—through better design, smarter systems, and more sustainable outcomes.

Whether you're looking to improve energy performance, elevate occupant wellness, or bring digital intelligence to your buildings, our team is here to help you realize your vision.

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