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Chamber Member Spotlight: Bilal Hydrie

Bilal Hydrie has quickly become a well-known name in Calgary's business scene.

Hydrie was born and raised in Pakistan and came to Canada 17 years ago, where he became a citizen, learned exceptional English and completed his chemical process engineering education at SAIT. Young, dynamic, innovative and community minded, Hydrie is a true reflection of what the next generation of great business leaders looks like in our city.

Hydrie started his career in business at a young age, first working in the family business, the Habib Group. A banking and financial services company started almost a century ago, the Habib Group has grown to manage a wide scope of business across the globe in the areas of finance, automotive, manufacturing, insurance, retail, IT and education.

Like many of Calgary's young, successful entrepreneurs, Hydrie now has a hefty portfolio of projects he is involved in – including positions as the director of North American operations for the Habib Group, an independent director of publicly-traded energy firm Pennine Petroleum Corporation, and the president of Global Centurion Investments, a private equity firm.

Hydrie is probably best known in Calgary, however, for starting Inclusive Energy, an oilfield equipment services company. Oilfield equipment service is a traditional industry in Alberta, but since starting his company, Hydrie has been shaking things up and doing things differently.

After completing his SAIT diploma back in 2009, Hydrie took on a number of roles in the oil and gas industry for various companies. He soon noticed a market opportunity in the equipment services sector, and he decided to step in and try to bridge what he saw as a big gap in the industry.

"I noticed pretty quickly a gap in the drilling and completion sector, where demand was high and supply was at an all-time low," says Hydrie. "Upstream companies were overpaying – sometimes by hundreds of thousands of dollars – to acquire customized equipment, with a lengthy turnaround time. Drilling and completion companies were sourcing separate third parties for just about everything."

Hydrie recruited a team of professionals to offer clients the entire package of services in a one-stop shop. Not only did Hydrie provide convenience and considerable savings for the customer – he also created Inclusive Energy.

As the name suggests, Inclusive Energy offers its well drilling and completion clients all the necessary service items needed for a project from start to finish, including designing, drafting, custom fabrication, delivery, setup and even flexible financing options.

"We have built our business from nothing to one of the most well-established and recognizable oilfield equipment supply companies in the Canadian energy industry," says Hydrie. "My family business was built on hard work and tenacity. I have approached Inclusive Energy in the same manner, and I've managed to build a successful business with a very strong team."

"I'm in Calgary for the long term," he adds, "to expand our business, create more jobs and build stronger connections."

Given the tough economic situation in our province over the last number of years, Inclusive Energy (like many Alberta companies related to oil and gas) has also seen its fair share of

struggles, and Hydrie says his company continues to prepare for challenges into the foreseeable future.

However, Inclusive Energy has been backing conventional wisdom, and in large part through innovation, is finding ways to thrive.

“The Inclusive Energy team is nimble and flexible, and we’re always looking for new opportunities and ventures to expand our horizons,” says Hydrie. “That may mean a capital injection for a new drilling site or working on a joint venture to assist another company. Inclusive Energy is open to discuss any concept brought to our table.”

Hydrie says his customers have been forced to trim significant material and labour costs to their budgets, and are simply not able to pay as much for equipment or services as they were two years ago. In light of this economic hardship being faced by its clientele, Inclusive Energy has sharpened its customer service strategy even further, and is playing an important role in the private sector by assisting struggling well-drilling and completion companies.

“We are constantly developing innovative ideas and products to reduce client costs and improve the efficiency of our equipment,” says Hydrie. “The past two years have been hard for this province, with so many jobs lost related directly or indirectly to the energy industry.”

When big banks are refusing financing due to economic constraints, Inclusive Energy is working to create collaborative solutions and sustainable partnerships so its clients get the best value for their dollar.

Hydrie says his company is doing its part to help out – by reducing rates to help clients meet their budget requirements. This has significantly affected Inclusive Energy’s overall revenue, he explains, but the company values the loyalty it gains through this process. For Inclusive Energy, that customer loyalty has more value in the long run.

Inclusive Energy’s customers are also able to benefit from the company’s lending and rent-to-own options, as well as the ability to custom design equipment to fit a project’s specific needs – helpful options during a period of economic instability.

Other strategies Hydrie has developed, during times of economic hardship, include focusing on purchasing surplus and distressed equipment so that Inclusive Energy can recondition these units, have them examined by the company’s quality control division, and have them ready for times of economic rebound.

As a successful business leader, giving back to the community is a huge focus for Hydrie.



Bilal Hydrie, president and CEO of Inclusive Energy and Calgary Chamber member.

“The business community is the beating heart of any town or city, and that is quite clearly the case in Calgary,” Hydrie explains. “Businesses drive communities. They also build communities. There’s a strong belief that businesses should contribute to the needs of a community, and I share that belief.”

Having lived in Calgary for nearly 17 years, Hydrie considers himself a Calgarian. He approaches community investment in much the same way as his family business does back in Pakistan, where the Habib Group has developed a cancer institute and a number of schools for the community.

Since 2011, Hydrie and Inclusive Energy have supported 15 international students at SAIT in the petroleum engineering technology stream with tuition help, as well as food and living allowances. There is no set of expectations or a binding contract; he just hopes these students consider working for Inclusive Energy when they graduate.

Another way Hydrie likes to give back to the community is through being a Calgary Chamber member.

“Being a Calgary Chamber member has proven invaluable for Inclusive Energy, even after only a short time. Networking is such an important part of business, and the Chamber has allowed us to meet the right people,” says Hydrie.

“Every business has a value proposition, and the Chamber brings those businesses together and helps them thrive,” he says. “It’s the right setting for Inclusive Energy to get our name out there.”

“I think it’s been worth every penny.”