

# Let's play football, and sign a partnership?

The MET Corporate Towers takes centre stage at the corporate celebrity football match - Naza TTDI and Triterra.

**By Gunaprasath Bupalan**

SINCE we stepped into the 21st century, many corporations have been finding different ways and means to stand out amongst their competition. While some decide to take the CSR channel and help the less fortunate, some also decide to splurge a hefty sum to publicize their names and services on a big scale. This round, it was Triterra Metropolis Sdn. Bhd. (Triterra) and Naza TTDI's turn to shine as they found a very unique way to stand out in the property world.

While most corporate partnerships are typically commemorated within four walls, two corporations came together today to symbolize collaboration in a rather unconventional way. There were no ceremonial documents to sign, no traditional press conference or even a corporate reception. Instead, the partnership between Triterra and Naza TTDI was unified on 14/4/2017 with the 'Triterra Partnership Cup' – a friendly football match at the Royal Selangor Club field in Bukit Kiara.

The two property developers recently came together to unveil the latest commercial asset within the KL Metropolis constructed by the Triterra team — The MET Corporate Towers, a new premium grade corporate landmark building, uniquely different from anything seen before in the Mont Kiara landscape.

Upon completion, the building will create a commercial environment that delivers success for those that value a prestigious business address, as well as retail and lifestyle amenities.

The MET Corporate Towers will be located in KL Metropolis area — a new strategically located master development in the heart of Mont' Kiara and is envisioned to become Kuala Lumpur's International Trade

and Exhibition District.

"This momentous partnership between Triterra and Naza TTDI to develop 'The MET Corporate Towers' is indeed a colossal one made up of passion, teamwork and dedication. And we believe there is no better way to celebrate these values than with a football match to commemorate the partnership. This is how the idea of the Triterra Partnership Cup was brought about. We're all here to witness history in the making — it's going to be a great match!" said Triterra Chief Executive Officer, Christopher Lim before the match began.

Gracing the event were also Datuk Seri Michael Yam and Dato' Wira Lim Teong Kiat, both Joint Chairmen of Triterra together with Datuk Wira SM Faisal Tan Sri SM Nasimuddin, Group Executive Chairman and Group CEO Naza World Group of Companies, and SM Faliq Tan Sri SM Nasimuddin, Deputy Executive Chairman and Group Managing Director of Naza TTDI.

"We are pleased to have Triterra as one of our strategic partners to realise the vision of our master plan development of KL Metropolis. We wish them success for The MET Corporate Towers as the gateway of KL Metropolis to attract local and international businesses to the development. Our participation in the Triterra Partnership Cup serves to commemorate the business ties between both parties to possibly pursue other projects together in the future" said SM Faliq SM Nasimuddin, Deputy Executive Chairman and Group Managing Director of Naza TTDI, Deputy Executive Chairman and Group Managing Director of Naza TTDI.

It is great to witness such an event. This shows that many corporate individuals, though high and mighty, still enjoy getting down to earth and prefer to not just deal behind closed doors.



Team Naza TTDI and Team Triterra after the match with the Partnership Cup. The winner of the match was KL Metropolis commemorating the partnership between Triterra Metropolis Sdn Bhd and the Naza TTDI Group.



Daniel Lim, Deputy Chairman of Triterra Metropolis Sdn Bhd exchanging the Partnership Agreement with SM Faliq Tan Sri SM Nasimuddin (seated second from right), Deputy Executive Chairman and Group Managing Director of Naza TTDI Group while Christopher Lim, Datuk Wira SM Faisal Tan Sri SM Nasimuddin and Datuk Seri Michael Yam (standing right) looks on.



**YBhg. Datuk Seri Michael Yam, Joint Chairman, Triterra Metropolis Sdn Bhd, speaking at the launch of the Triterra Partnership Cup.**