

# A truly Malaysian exhibition centre



...s into building's design

## KUALA LUMPUR

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PULL up to the newly launched Malaysia International Trade and Exhibition Centre (MITEC) in Persiaran Dutamas, Kuala Lumpur and the first thing that draws your attention is the almost futuristic design of the building.

The spheroid shape of the building is meant to reflect a rubber seed and pays homage to the rubber industry's contribution to the country's economic growth.

Developed by Naza TTDI Sdn Bhd, the property arm of Naza Corporation Holdings Sdn Bhd, the design of MITEC is intended to highlight the promising future for the country's trade sector.

Taking inspiration from traditional Malay attire, the architectural theme of MITEC will incorporate the intricate design found on songket, while elegant curves hug the front facade.

MITEC is a public-private partnership with the government.

The RM628mil facility was designed to meet the growing demands of the MICE (meetings, incentives, conventions and exhibitions) industry.

The handover ceremony, held at the MITEC building on Tuesday, was witnessed by Prime Minister Datuk Seri Najib Tun Razak, accompanied by his wife Datin Seri Rosmah Mansor.

International Trade and Industry Minister Datuk Seri Mustapa Mohamad accepted the completed building from Naza Group of Companies Joint Group Executive Chairman SM Nasarudin SM Nasimuddin.

Also present during the ceremony were Naza World Group of Companies Sdn Bhd Group Executive Chairman and Group Chief Executive Datuk SM Faisal SM Nasimuddin and Naza TTDI Group Deputy Executive Chairman and Group Managing

Director SM Faliq SM Nasimuddin.

"The successful completion of MITEC is a testament that the Naza Group has matured into a formidable player in the industry and sets a perfect example for other bumiputra entrepreneurs who are willing to work hard and be successful," said Najib.

MITEC is strategically located within the Jalan Duta government complex area in Kuala Lumpur sharing the same district with notable landmarks such as the International Trade and Industry Ministry, Menara Matrade, Kuala Lumpur High Court, the Federal Territory Mosque and Istana Negara.

"We take pride in the completion of this facility that has proven the Group's ability to undertake major turnkey infrastructure projects," said Nasarudin.

"MITEC is the first component within this high-impact RM20bil gross development value in KL Metropolis.

"The KL Metropolis Masterplan, which is being developed by Naza TTDI, is set to be a prime business and commercial centre with elegant residences within a world class corporate hub, spread over 30ha and will be Kuala Lumpur's new international trade and exhibition district," he added.

The KL Metropolis will feature office towers, banking facilities, luxury condominiums, wellness suites, lifestyle malls, retail outlets, serviced residences, and hotels ranging from four- to six-star classifications.

Visitors will see the splendid centre showcased very soon, as MITEC will be operational in time for the 2017 Kuala Lumpur SEA Games and the 2017 Para Asean Games.

Nine events including rhythmic gymnastics, weightlifting, fencing and indoor hockey, will be held here.

Naza Corporation Holdings, via its subsidiary, Prisma Galeri Sdn Bhd, also received the concessionaire's licence from Matrade to operate and manage the facility.

Najib (centre) signing the plaque to mark the official opening of MITEC. With him are (from left) Faliq, Nasarudin, Mustapa and Faisal. — Bernama



MITEC cost RM628mil to build and was designed to meet the demands of the city's growing MICE industry. — Bernama