

Talent across the generations

Triterra Metropolis focuses on stewardship, relevance and sustainability

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A fresh face in the Malaysian property landscape, Triterra Metropolis Sdn Bhd represents a fascinating synergy between next-generation talent and hard-won experience. While this dynamic is far from unique among domestic players, the developer sets itself apart in the degree it recognises and celebrates the partnerships that drive the industry forward.

It doesn't hurt that Triterra draws from the heritage and pedigree of two established industry heavyweights, namely Keystone Sdn Bhd and Impetus Alliance Advisors (IAA) Sdn Bhd. With a track record in Malaysia dating back to 1953, the partnership's cumulative portfolio has seen commitments in areas as diverse as the luxury automotive, commercial, hospitality and accounting segments.

On the shoulders of giants

Within the property sphere, the minds behind IAA and Keystone are best known for their cultivation of the upscale Mont' Kiara enclave of Kuala Lumpur and extensive real estate agency expertise under the auspices of Property Hub Sdn Bhd, respectively. Pooling their resources in support of Naza TTDI Sdn Bhd's upcoming KL Metropolis megaproject,

Triterra is set to make waves in the Klang Valley market with the anticipated launch of its flagship project in Mont' Kiara, The MET Corporate Towers.

"When we came together in 2014, we saw the opportunities that KL Metropolis presented, and realised we needed to form a dream team that could bring a breath of fresh air

to the real estate scene. My experience with Property Hub allows me to see through the lens of investors, which helps bridge the gap between purchasers and developers," says Triterra chief executive officer Christopher Lim.

The emphasis from the beginning was to leverage on the strengths of three generations, from pioneering forefathers of the industry such as Triterra joint chairman Datuk Seri Michael Yam, a renowned stalwart in the nation's real estate segment, joint chairman Datuk Wira Lim Teong Kiat and director Datuk Lim Say Chong, to the second generation of property leaders — represented by Triterra deputy chairman Daniel Lim — to the next wave of industry talent, which Christopher dubs the "relevant and sustainable" generation.

Triterra itself derives its name from the many tri-factors in the company's genesis and partnerships, with *terra* — Latin for earth — representing its commitment to sustainability, whether in terms of corporate governance or environmental consciousness. Daniel

acknowledges the role of future planning in property development as a whole, citing it as a critical success factor for any project.

Passing the torch

"While profit is essential to any business, our partnership at Triterra focuses equally on the relationships between our families, business partners and stakeholders. Our goal is to create a pool of investors who can follow us into future developments, and we do this by holding true to key values our families have cultivated over the years, particularly when it comes to honouring our word. Once we shake hands over an agreement, the ink is just a formality," says Daniel.

Daniel characterises his role in the firm as a passing of the torch from the stewards instrumental in shaping the industry in the decades following nationhood to the next generation of talent, as embodied in Triterra chief operating officer Shaun Mok. Tasked with translating the developer's vision into daily organisational practice, he brings an international perspective to the table.

"What we're trying to do is to create a new dynamic within the workspace. Much of my professional career was spent overseas, and at Triterra, that's reflected in how we challenge the norm — and not always with an eye for output alone. I do believe that education liberates, and if we can be a developer which draws human capital and fosters it, I'd call that a win," he says.

While the developer will be making its debut amidst a challenging economic environment with factors such as dampened sentiment, a weakened ringgit and rising costs casting a pall on the property industry as a whole, Christopher remains optimistic regarding prospects for The Met as well as future developments, citing continued demand for specific segments bolstered by population growth in Klang Valley. ■



(From left): Triterra general manager Lim Yu Siang, Daniel, sales and marketing manager James Yam, Christopher and Mok