

Hi,

In this edition, we present the most current updates on durian-related news both in Malaysia and around the world. Musang King durian has taken the spotlight over the past month, coinciding with the upcoming Mid-Autumn Festival. Revered as a beloved mooncake filling in Malaysia, its popularity has surged across Asia over the past three years. This year is no different, with Malaysian domestic production struggling to meet soaring export demands.

This trend is particularly noticeable in Vietnam, where prices have risen by 10% and sourcing Musang King mooncakes from Malaysia has become challenging. Despite a tripling of imports from Malaysia, demand has outpaced supply, compelling sellers to turn to competing manufacturers in Singapore and Hong Kong for Musang King mooncakes.

In a heartwarming development from Singapore, a durian seller teamed up with a local non-profit organization to deliver delightful Musang King directly to needy families and seniors. The gesture touched many recipients deeply, with some even shedding tears, as they hadn't been able to enjoy durian due to its increasing cost over the years.

In another intriguing update, a unique and creative use for durian husks has surfaced. Videos showcasing their effectiveness as cat combs and massagers have gone viral worldwide.

Best Regards,
Durian Projects Group



PLANTATION TOUR

For those of you interested in visiting us in Johor and taking a plantation tour, please let us know via email or contacting your representative.



AUGUST 2023 NEWSLETTER



Import prices of Musang King durian mooncakes up 10% in Vietnam

This year, Musang King durian mooncake prices from Malaysia have surged in Vietnam due to increased demand, constrained export supply, and elevated costs. Imports have tripled, overwhelming Malaysia's capacity to fulfil orders. Consequently, buyers have turned to rival manufacturers in Singapore and Hong Kong to secure these sought-after delicacies. Prices for a box of four mooncakes in Ho Chi Minh are today being sold for up to 320 RM a box!

[To read the full article, please CLICK HERE](#)



HK Actress Charmaine Sheh tries durian cake after reaching Malaysia

Acclaimed Hong Kong actress Charmaine Sheh recently touched down in Malaysia, where she's set to film the second season of the TV drama 'Modern Dynasty'. The actress received a hero's welcome at the airport in Kuala Lumpur with fans greeting her with gifts, including a fresh durian cream cake. She was seen devouring the delicious durian cake, her first ever, in a clip she posted online from her car.

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100 boxes of Musang King durians provided to needy families in Singapore

The owner of Famous Durian in Singapore, Mr. Anthony Gan, recently distributed 100 boxes of premium Musang King durian to needy families and seniors. Partnering with SG Helping Hands, a local non-profit organization, he personally delivered the Musang King door-to-door in Lavender to appreciative residents. This event is the second of its kind, following the success of a previous philanthropic durian distribution held in Yishun, in northern Singapore.

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Durian husks used as cat combs have gone viral

Numerous online videos have gone viral, showcasing cat owners brushing their beloved pets' fur with empty durian husks. These husks, thanks to their spikes and texture, efficiently remove loose fur, and the cats seem to thoroughly enjoy the experience. The popularity of these videos has extended as far as the United States and Europe, with users commenting on the challenges of obtaining husks overseas. Could we soon witness the availability of durian husks in pet stores?

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Book a no obligation appointment or Zoom videocall to learn more about our durian project, our company and the durian market. A member of our staff will walk you through our project and answer all your questions.

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