

Hi,

Please find below our monthly newsletter update, where we share the latest developments in durian-related news, both in Malaysia and on the global stage. It is clear that durian is becoming more popular internationally, as indicated by growing news coverage.

We hope you enjoy this month's articles and have a pleasant month ahead.

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.



APRIL 2024 NEWSLETTER



Malaysian durian industry on track to reach RM 238.4 billion by 2033

Datuk Arthur Joseph Kurup, Deputy Minister of Agriculture and Food Security has shared that Malaysia's durian industry is on track to significantly expand its global market footprint. Projections indicate that it will double by 2033, from RM 118.93 billion recorded in 2023 to RM 238.4 billion by 2033. This growth is indicative of the escalating global demand for Malaysian durians and the country's strengthening position as a leading exporter.

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



Viral durian crepe seller in Selangor rakes in millions in sales

Durian Crepe Rabi founder, Robiatul Adawiah Ibrahim shared her amazing durian success story with the Malay Mail recently. In it she shares how as a kindergarten teacher she turned her struggling dessert venture into a highly lucrative durian crepe business. She overcame multiple challenges and now focuses solely on durian crepes, growing her business from RM20,000 in sales annually to over RM4 million in just 3 years.

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



HK divas: Joey Yung, Charlene Choi, Gillian Chun caught enjoying durian

Netizens spotted Cantopop diva Joey Yung and singer-actresses Charlene Choi and Gillian Chung enjoying delicious durian during their visit to Singapore. The trio were in town filming the second season of their Douyin variety show Yin Wei Shi Peng You Ya (Girls' Spectacular Journey). After trying a variety of different durian types their favourite was none other than Malaysia's delicious Musang King.

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



Actress Fala Chen shares her love of Malaysia and its durian

Fala Chen, who is starring in the upcoming Hollywood movie Godzilla X Kong: The New Empire, has shared she has fond memories of Malaysia and specifically eating our durians. Chen recalled this when she spoke exclusively to StarLifestyle, discussing how she would go to the night markets often to pick durian and watch it sliced open. Another favourite of hers was our delicious Nasi Lemak.

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

SCHEDULE A CALL TODAY

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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