

Hi,

In this update, we bring you the most recent developments in durian-related news, both in Malaysia and on the global stage. The centrepiece of this month's newsletter is Malaysia affirming its durian market superiority with its Musang King.

As regular readers of our newsletter, you're likely aware of Vietnam's recent attempts to cultivate Musang King in hopes of meeting the global demand for our esteemed King of Fruits. As anticipated, this venture has proven unsuccessful, leading to a drastic 70% price decline in Vietnamese Musang King, plummeting to as low as RM 15 per kg this year. The inferior taste and quality of the Vietnamese-produced Musang King have resulted in farmers halting production due to a lack of market demand. This situation serves as a boon for Malaysian producers like us, further reinforcing our dominance in durian production. Musang King thrives to its premium standard uniquely in Malaysia, and attempts elsewhere will never command the same premium pricing.

In other key market news, Musang King once again became a political focal point, this time during discussions between PM Datuk Seri Anwar Ibrahim and his Japanese counterpart Fumio Kishida. The practice of durian tasting sessions during state visits, commonly known as 'Durian diplomacy,' has been gaining popularity in Malaysia due to its success over the years. Diplomats from around the world have declared these unique experiences highly productive, fostering memorable relationships between leaders when addressing contentious issues. Officials have stated that while these cultural exchanges may seem small compared to trade agreements, they play a significant role in enhancing commerce and interpersonal relationships between different countries.

Looking ahead, Malaysia and Singapore have jointly announced plans for a special economic zone (SEZ) in Johor. This strategic initiative is aimed at facilitating smoother cross-border trips, enhancing trade flows, and offering attractive tax incentives. If finalised, this development will particularly benefit durian producers in Johor, providing opportunities for expedited trade to Singapore and its port for exports, improved warehousing facilities, and access to valuable tax incentives.

We wish you 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.



NOVEMBER 2023 NEWSLETTER



Musang King from Vietnam has been a failure with prices crashing 70%

Musang King durians grown in Vietnam have seen prices drop to a historic low of RM 15 per kilogram (3.25 USD/KG), reflecting a 70% year-on-year decrease due to their low quality. Musang King durians from Vietnam are inferior to their Malaysian counterparts. Consumers and wholesalers overwhelmingly prefer the more expensive Malaysian Musang King, known for its higher quality and better taste.

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



Durian takes centre stage during Japanese PM visit to Malaysia

Pictures of PM Datuk Seri Anwar Ibrahim and his Japanese counterpart Fumio Kishida enjoying Musang King during their visit have warmed the hearts of many in Malaysia and Japan. 'This is durian diplomacy!' tweeted Japanese Ambassador to Malaysia, Takahashi Katsuhiko, about the occasion. Durian is commonly employed by Malaysia during political visits to generate hospitality and warmth among leaders.

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



Sunshine Bakeries launches limited edition Mao Shan Wang cream buns

Sunshine Bakeries, one of the most popular retail bakery brands in Singapore and Malaysia, recently launched a delightful Mao Shan Wang cream bun in Singapore. These limited-edition durian buns, currently the only ones available, retail for RM 6.50 each. Known for their delicious and light texture, they are not too overpowering, making them an excellent introduction to durian for first-timers, including kids.

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



Malaysia and Singapore announce plans to create Special Economic Zone

Malaysia and Singapore announced a partnership to establish a special economic zone (SEZ) in Johor, near the Singaporean border. The joint effort is designed to foster stronger business and connectivity between the two countries. This SEZ will enhance the flow of people and goods, and potentially also offer tax incentives and tax-free bonded warehousing. An MOU signing is scheduled for January 11th, 2024.

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

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