

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.



## OCT 2024 NEWSLETTER



### Malaysia owns the Musang King brand for another decade

The Intellectual Property Corporation (MyIPO) has renewed the local intellectual property protection certificate for Musang King durian for another 10 years until March 12, 2034. Agriculture and food security minister Mohamad Sabu said the renewal maintains Malaysia's ownership of the Musang King durian brand for at least another ten years. The Musang King durian was first registered as intellectual property under geographical indication on March 13, 2014.

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



### New Malaysian cookbook is devoted to interesting durian recipes

A new durian cookbook has been launched internationally showcasing a unique collection of 70 delicious recipes from 8 global chefs who are part of the Masters of Malaysian Cuisine (MOMC) team. The book is the result of a partnership with the Ministry of Agriculture & Food Security (MAFS), and was designed to showcase the versatility and culinary potential of our beloved Durian.

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



### 4th Malaysia International Durian & Cultural Fest 2024 held in KL

The 4th Malaysia International Durian & Cultural Fest 2024 (MIDCF) kicked off in Kuala Lumpur last month with the aim of promoting durian globally. Visitors also gained insights into durian farming, as well as the opportunity to savour traditional Malaysian dishes. Tourism Malaysia director-general Datuk Manoharan Periasamy at the event expressed hope that durian could be celebrated globally as "DurianFest" or "Durian Day", attracting more tourists and durian enthusiasts from around the world to visit Malaysia.

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



### Tourism Malaysia intensifying durian tourism promotions abroad

Tourism Malaysia has announced that it will be intensifying its campaigns and promotions of durian tourism packages abroad to attract more tourists to Malaysia. According to Datuk Yeoh Soon Hin, Tourism Malaysia's deputy chairman, these efforts are particularly focusing on tourists from China and Hong Kong, who have shown a strong preference for Malaysian durians.

[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.

[BOOK NOW](#)

