

NEWSLETTER Q4 2025

Hi,

Please find below our latest quarterly 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, with increasing news coverage, and we are excited to bring you the latest updates.

We would like to note that based on valuable feedback from many of our dear readers, we have shifted our newsletter frequency from a monthly to a quarterly schedule. This change ensures each edition is now filled with more meaningful relevant top news stories and updates.

REMINDER - APPOINTMENT OF AGROFORESTRY MANAGEMENT

Just a reminder to everyone, as it seems some of you have missed our previous notifications on the topic. As of 30 May 2024, we have appointed Agroforestry Management Sdn. Bhd. (AFGM) to take over the management of all of our durian plantations.

AFGM based in Johor is one of the largest professional plantation managers in the state and provides us with economies of scale that we would not be able to accomplish otherwise. The benefits include increased profitability, cost savings and a boost in our research and development. To learn more please read our previous full public announcement.

[Learn More](#)

We hope you enjoy this quarters articles and have a pleasant quarter 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.



Q4 NEWS HIGHLIGHTS



PM Anwar Ibrahim showcases durian at 57th ASEAN Economic Ministers Meeting

Durian took centre stage at the 57th ASEAN Economic Ministers Meeting held in Kuala Lumpur recently with PM Anwar Ibrahim labelling durian a symbol of regional unity. PM Anwar described durian as a test of Malaysia's resolve to bring Asean diplomacy onto the global stage. At the conclusion of the meeting, foreign Ministers got to try our delicious King of Fruits, with many ministers experiencing it for the first time.

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



Malaysia's next durian markets: The Middle East and Europe

Malaysia is intensifying efforts to promote durian in the Middle East and Europe, according to Agriculture & Food Security Minister, Datuk Seri Mohamad Sabu. The Minister highlighted that these markets are best suited for higher profit margin products rather than fresh fruits. Consumers in these regions favour durian-infused products like ice cream and pastries, aligning with Malaysia's goal of pursuing more lucrative higher-value add durian trade opportunities.

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



U.S. durian market to surpass USD 300 million by 2030

The U.S. durian market is expected to grow to USD 318.94 million by 2030, fuelled by growing demand for healthy plant-based and vegan products, as well as the influence of Asian-American communities. Increased immigration from Asia over the past couple of years has also boosted durian awareness nationwide. This has prompted grocery chains across the country particularly H Mart and 99 Ranch to increase their imports and boost their supply chains.

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



SW Food launches Brice Musang King crunch snack with K-Actor Hwang In-Youp

SW Food recently launched its Brice Musang King Durian flavoured snack in a grand event held at Sunway Carnival, Penang. The event included a highly anticipated appearance from popular K-actor, Hwang In-Youp, captivating an enthusiastic crowd consisting of hundreds of fans. This latest new Musang King Durian flavour addition, like its predecessors, is made from a healthy blend of brown, red, and black rice, and is baked, not fried.

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



China building a "Durian Express" transit centre to boost imports

Liaoning Port Group is building a fruit transit centre nicknamed the "Durian Express" in Dalian to speed up durian shipments from Southeast Asia, cutting delivery to six days. The new transit centre targets northeastern China's 100 million residents. Supported by a major cold-chain logistics park, the facility will handle ripening, processing, and distribution. This aims to grow the region's underdeveloped durian market with fresher deliveries and increased volumes.

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



Musang King wins at the 2025 World Durian Championship

Musang King solidified its durian supremacy winning the prestigious "King of Kings" title at the 2025 World Durian Championships held at Bangi Golf Resort in Selangor. Despite strong competition from other celebrated varieties such as Tupai King, Tekka, Kim Hong, D2 (Dato Nina), and D13 (Golden Bun), Musang King once again stole the spotlight. The event held at Bangi Golf Resort in Selangor attracted 96 entries from more than 10 states across Malaysia.

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