

Hi Dear,

We hope all is well. Presented below is our latest Durian Projects newsletter covering key news involving ourselves and durian.



First off, we would like to announce the closure of our office in Penang based on the better than expected success of our new Johor office. We have found that clients and visitors prefer meeting us in Johor so that they can also tour our plantations and see our project. As a result, we invite all of you based in Penang or elsewhere in Malaysia to come on down and visit us.

In other news, Musang King prices are to rise even further in the coming years based on two new recent developments. Firstly, Malaysia's new SIRIM certification for Musang King is beginning to trouble the industry as the costs of certification add up. Sellers have noted they will have no choice but to raise prices to reflect this by the end of the year. Secondly, a liquid nitrogen crisis has emerged in Malaysia as demand far exceeds supply. Only three liquid nitrogen producers exist in Malaysia and it may take years for capacity to increase sufficiently. As a result durian exporters will be forced to raise prices substantially as liquid nitrogen is needed for freezing exported durian fruit over long distances.

In other news, IKEA recently entered the durian market launching over five new products across all their stores in Malaysia. Although the items are on sale for a limited time until July, IKEA is believed to be considering having some items as local staples in the near future. It is also rumored to be considering launching them soon across other regional markets such as Singapore.

Best Regards,

Durian Projects



## PLANTATION TOUR

For those of you interested in visiting us in Johor and taking a plantation tour, please let us know as soon as possible via email, contacting your representative or booking here. We look forward to meeting you all soon.



## JULY NEWSLETTER



### Durian Projects - Penang office closes & is replaced by new office in Johor

Due to the immensely successful opening of our Johor office we have decided to close our office in Penang. We are now meeting interested individuals directly in Johor and provide plantation tours so that you can see our entire project. To visit email us or book via the button below.

[BOOK HERE](#)



### IKEA launches a variety of limited time durian products

IKEA Malaysia has released a whole range of durian-based desserts and pastries such as durian soft serve ice cream, croissants, cheese tarts, cream cakes, and Musang King durian frappes! The items are available at all of their outlets across Malaysia for both dine-in and take away until the end of July.

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### SIRIM certification to make Musang King pricier

Malaysian Musang King durian producers and sellers have said the Standards and Industrial Research Institute of Malaysia (SIRIM) certification for Musang King will burden their businesses and raise prices. The accreditation is to be implemented before the end of this year.

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### Malaysia durian exporters warn of 'crisis' next year due to liquid nitrogen shortage

High demand coupled with limited supply of liquid nitrogen in Malaysia will drastically increase the price of durian exports, especially to China. Malaysia can only export whole durians to China if they are frozen first and with only three companies producing liquid nitrogen in Malaysia.

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### Chinese Foreign Minister Wang Yi raves over Musang King cheesecake

Mr. Yi on his two-day official visit to Malaysia to promote China's "Global Development Initiative" reserved special mention for Musang King that was served at an official lunch stating it was impressive and delicious. His introduction to Musang King should help boost trade even further going forward.

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## 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. To make a booking, click the button below.

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**Durian Projects**

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**KEY HEADLINES**

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