



Hi Dear,

**Happy Malaysia Day!**

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



Durian was all over the news across Asia this month primarily due to the Mid-Autumn Festival and the surprise announcement of a Musang King durian titled movie. Durian mooncake popularity has increased tremendously over the past couple of years in Malaysia and Singapore and has only recently reached China. Tmall Global (previously known as Taobao Mall), was the first to enter the market last year by debuting mooncakes containing the pulp of Malaysia’s Musang King durian that proved popular, selling out all 10,000 packages. This year, sales have peaked even further with the joint support of Alibaba and the Consulate General of Malaysia in Shanghai. The future of Musang King is bright as consumption in the world most populous country is still only just beginning. With large corporations such as Tmall, Alibaba and the Chinese government itself supporting product development and importation of Musang King it is fairly clear how much in demand it is.

In other news, the surprise announcement last month of a Malaysian-Korean action movie titled “The Lord Musang King” has brought remarkable attention to Musang King globally. Using the power of cinema and Korean entertainment will allow Musang King to be introduced to millions of people across the world, a benefit to our entire industry. This month also saw the release of medical findings showing that the extract of young durians, between only 6-12cm in length, provide substantial anti-oxidant benefits. The amazing findings makes young durians perfect for cosmetic use and helps producers such as ourselves in the future, add value to fruits that may have been turned to agricultural waste.

For further news, please read the articles below.

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 or contacting your representative. We look forward to meeting you all soon.



## SEPTEMBER NEWSLETTER



### Durian imports increase further in China due to the Mid-Autumn Festival

China has seen an increase in durian imports year on year, as companies across the country have begun producing more durian mooncakes, the festival’s signature snack. Additionally, Alibaba and the Malaysian government have been working together to promote Malaysian durians and durian products during the holiday period.

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### “The Lord Musang King” a Malaysian-Korean action movie begins production

The first ever film joint production between Malaysia and South Korea entitled The Lord Musang King was unveiled at a press conference last month. The film set for release next year will spark further interest in Malaysia’s famous Musang King as well as its local cinema and culture internationally.

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### FamilyMart launches Musang King flavoured ice cream

FamilyMart, the world’s second largest convenience store after 7-Eleven has released a new limited time ice cream flavour, none other than Musang King durian! It has been released in Malaysia and other regional markets and comes in various sizes including pint and sundae soft serve cups.

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### Researchers find that durian contains anti-oxidants

A team of researchers from Chula’s Faculty of Science has discovered extracts from young durian fruit contain high anti-oxidants such as vitamin C that helps moisturize the skin and provides UV protection. The amazing findings makes young durians perfect for use in cosmetics and skin care products.

[READ 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. To make a booking, click the button below.

[BOOK HERE](#)



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