

Hi,

We hope all is well and that you celebrated a wonderful New Year with family and friends. Presented below is our latest February Durian Projects Newsletter covering key news involving durian.

The highlight in this month's newsletter was Japan formally announcing that its famous ex foreign minister and defence minister, Mr. Kono has accepted the post as honorary Chairman of the Japan Durian Association.

Mr. Kono is very well known in Japan and across Asia as loving Malaysian durians, primarily Musang King. His fascination with the fruit started in the early 1990s while he worked in Singapore, since then it has become a passion of his. Mr. Kono in his new honorary role will continue promoting durians domestically. Japan is one of the largest yet underdeveloped markets for Musang King with a single fruit selling for up to 11,000 JPY or 400 RM!

In other news this month, we saw retailers across Malaysia and Singapore continue expanding their durian product lines. With the most noteworthy being Sugar in Bangsar, Kuala Lumpur and 99 Café in Singapore.

Stay safe and have a wonderful New Year ahead, Gong Xi Fa Cai!

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.



## FEBRUARY 2022 NEWSLETTER



### Japan's ex-foreign & defense minister becomes Malaysia's durian cheerleader

Japan's ex-foreign minister Mr. Taro Kono has made it his mission to make durians more popular with Japanese consumers and increase imports of our delicious Musang King! He has become the Honorary Chairman of Japan's Durian Promotion Association. Musang King durian sells for 11,000 yen or 400 RM per fruit in Japan!

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



### Ipoh City Council bans residents from planting durian

For those of you in Ipoh be careful planting durians! The Ipoh City Council (MBI) has warned residents against planting durian trees in residential areas of the city after they were found planted in public gardens. Mayor Datuk Rumaizi Baharin said durian planting violated guidelines and residents could be prosecuted, if they breached it.

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



### Durian gets chic in Singapore's 99 Old Trees Cafe

99 Old Trees, a well-known durian focused café in Singapore has just opened their renovated store. Their new cafe offers a sleek chic space to savour their latest durian creations including a Musang King cream croquette for 5.60 RM/piece, and a foot long swiss roll for 80RM.

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



### Sugar in Bangsar, KL releases Durian cake "The King"

Sugar in Bangsar has released an amazing Musang King dessert "The King": a mix of Musang King ice cream and coconut sorbet covered in marshmallows that have been torched to resemble a spiky durian fruit! Check it out at 6, Jalan Telawi 4, Bangsar in KL!

[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](#)

