

Hi,

In this edition, we present the most current updates on durian-related news both in Malaysia and around the world. International exposure for Malaysian durian was the key theme in this month's newsletter.

This month, we witnessed the return of Hong Kong's world-famous and internationally publicized Malaysian Durian Festival. This month-long event stands as a prominent regional tourist attraction, drawing thousands of attendees who come to indulge in delicious buffets, partake in various events, and enjoy unique experiences like acrobatic performances. It ranks among Malaysia's premier marketing festivals, supported by key organizations including the Consulate General of Malaysia in Hong Kong, the Malaysia Tourism Promotion Board (Hong Kong office), the Malaysia External Trade Development Corporation (MATRADE), the Malaysian Association of Hong Kong, and Malaysia Airlines.

In another intriguing piece of news, one of the world's most popular cartoon series ever created, Tom and Jerry, has launched their first-ever Asian-themed series. The debut episode prominently featured our beloved, delicious durian. Given the global viewership of the cartoon, this episode has brought a unique and significant level of exposure to durian.

We wish you all a joyful Mid-Autumn Festival filled with good health, happiness, prosperity, and, of course, the delightful Musang King durian mooncakes.

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.



SEPTEMBER 2023 NEWSLETTER



Hong Kong's Malaysian Durian Festival returns with a bang

The fifth Hotel ICON Malaysian Durian Festival has returned to Hong Kong, running until September 24th. This festival enjoys support from the Malaysian and Hong Kong governments, the Malaysian Tourism Promotion Board, and Malaysia Airlines. It features 12 durian buffet events inside the Hotel ICON Silverbox ballroom. There is a funfair-like setting, complete with acrobatic performances, Q&A sessions, and prize giveaways.

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



Tourist in Singapore hotel receives RM1,700 durian warning letter

A Chinese tourist recently learned about the 'no durian' rule at a Singapore hotel the hard way. She had securely wrapped some pieces of Musang King durian in a ziplock bag, with the intention of consuming them in her hotel room. To her surprise, the next day, she discovered a warning letter from the hotel, stating that guests would incur a RM 1,700 fine if hotel staff detected the smell of durians in their room.

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



Tom & Jerry new cartoon series launches with durian episode

The famous cat and mouse cartoon duo, Tom and Jerry, have made their debut in Asia with a newly launched series. The first episode, titled 'What's That Smell?' showcases the beloved pair engaging in antics involving durian in various locations across Singapore. These episodes will debut on Cartoon Network in the Asia Pacific and HBO Go in Southeast Asia, Taiwan, and Hong Kong ahead of their global release later this year.

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



KL's most luxurious mooncake options for the Mid-Autumn Festival

If you haven't secured mooncakes for yourself, friends, or family yet, Vulcan Post has compiled a list of 11 hotels in the Klang Valley area offering beautifully packaged and luxurious mooncake sets this year. The list includes prices, as well as options for delicious Musang King durian mooncakes and Halal-certified baked mooncakes from prestigious hotels like Mandarin Oriental, EQ, St. Regis, and Banyan Tree.

[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.

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