

Hi,

In this edition, we bring you the latest updates on durian-related news from Malaysia. With the durian season underway, companies throughout the country are ramping up their promotional activities and launching new durian-specific products. These initiatives aim to attract consumers and drive revenue.

One notable initiative is from Poh Kong who recently unveiled a collection of unique durian charms. Additionally, we are excited to announce the highly anticipated 3rd Malaysia International Durian & Cultural Fest, which will take place in September at Pavilion Bukit Jalil. Originally scheduled for July 14-16th, the event has been rescheduled to September to accommodate a larger number of visitors.

In other significant news, Malaysia's Ministry of Agriculture and Food Security has taken a proactive stance after uncovering an issue involving Thai companies and buyers purchasing Musang King durians from Pahang's Raub and marketing them as "Thai Musang King" to maximize profits in the Chinese market. The Ministry has declared its intention to officially address this matter with the Thai embassy, aiming to safeguard Malaysia's national interests and preserve the integrity of its Musang King durian brand.

Enjoy the durian season and we wish you a wonderful month 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.



JULY 2023 NEWSLETTER



Poh Kong releases gold durian charms starting at RM 999

Poh Kong, the leading jeweler in Malaysia, has recently unveiled two exquisite durian-themed charms crafted from 916/22K yellow gold. The first charm resembles a locket that can be opened to reveal a stunning durian flesh crafted from gold. The second charm portrays a halved durian with the tantalizing fruit exposed and a vibrant green outer layer. These remarkable charms are available for purchase, with the locket charm priced at RM 1,190 and the half durian charm priced at RM 990.

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



3rd Malaysia International Durian & Cultural Fest

The third installment of the Malaysia International Durian & Cultural Fest is set to take place in September at Pavilion Bukit Jalil, Kuala Lumpur. This highly anticipated festival celebrates the iconic King of Fruits and its profound significance in Malaysian culture. Attendees will have the opportunity to indulge in a delicious one-hour durian banquet, receive luxurious goodie bags worth over RM250, and participate in the inaugural 5km Durian Fun Run. With an expected attendance of over 3,000 individuals, we encourage you to secure your tickets promptly.

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



Lifestyle Asia's 7 best places for the best durian desserts in KL & Selangor

Durian, the iconic fruit of Malaysia, is loved by many despite its divisive aroma. Kuala Lumpur and Selangor offer a wide range of delectable durian desserts, from traditional favorites to innovative creations. Indulge in creamy durian ice cream, savor mouthwatering durian pancakes and cakes, and explore the best establishments renowned for their durian treats. Whether you are a seasoned durian enthusiast or a curious newcomer, Lifestyle Asia has put together a list of venues where you can experience this Malaysian culinary icon.

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



Malaysian Government combating fake Musang King durian

The Agriculture and Food Security Ministry has uncovered disturbing information regarding the procurement of Musang King durians from Raub by Thai companies. These companies then inflate the price and market the durians as Thai Musang King to Chinese buyers. In light of this discovery, the Ministry will raise the issue with the Thai embassy, emphasizing its firm stance on safeguarding the Musang King brand. Furthermore, the Ministry has called upon durian farmers and exporters to take appropriate measures to protect their interests.

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

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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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