

Hi,

Gong Xi Fa Cai! We wish you a happy new year and may it bring you good health and lasting prosperity.

In this update, we're sharing the latest developments in durian-related news, both in Malaysia and on the global stage. This month's newsletter focuses on celebrating Malaysian durian, which is becoming increasingly popular internationally.

In an unprecedented achievement, fashion house Charles & Keith recently brought durian onto the global fashion scene launching, the world's first international durian inspired fashion collection. The fashion collection which includes handbags, shoes and clothing currently available online and at a select number of its 600 plus stores across 37 countries worldwide. The collection has been made in collaboration with designer Chet Lo, whose durian designs first hit the runways in London last year. The durian collection has brought exceptional attention to our King of Fruits, increasing its awareness to markets worldwide.

While here in Malaysia, durian was celebrated during The Malaysia Chinese Assembly Hall (MCAH) and Yayasan Bakti Nusa Malaysia (YBNM) Wei Ya festival held in KL recently. The festival brought further international attention to our durian, which saw the attendance of notable public figures and ambassadors from various countries, including Uruguay, the Czech Republic, Tajikistan, Sri Lanka and Egypt. Many of whom encountered durian for the first time.

We hope you find the articles interesting and we would like to note that we have uploaded all our previous newsletters to our website now. To see them please log onto our website and go to the "News" section, it contains everything sent from 2021.

Have a pleasant month ahead.

Best Regards,  
Durian Projects Group

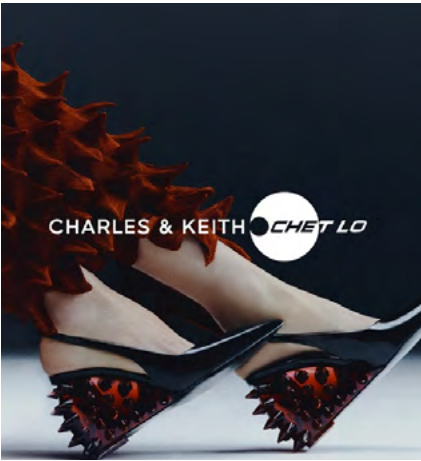


## PLANTATION TOUR

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.



## FEBRUARY 2024 NEWSLETTER



### Durian-inspired fashion collection launches at Charles & Keith

Charles & Keith has launched a brand new fashion collection comprising of clothing, handbags and shoes which incorporates designs inspired by our magnificent durian fruit. The collection has been designed in collaboration with Chet Lo, an Asian-American designer based out of London who has become popular around the world due to his unique signature durian-inspired spike motif. The collection is available online now and in select stores.

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



### Durian driven event was held in Kuala Lumpur to celebrate Wei Ya

The Malaysia Chinese Assembly Hall (MCAH) and Yayasan Bakti Nusa Malaysia (YBNM) jointly organised a successful durian and street food festival at the Thean Hou Temple in Kuala Lumpur on Jan 21. The event was to commemorate the Wei Ya festival falling on the 16th day of the 12th lunar month. A lovely durian mascot made its rounds during the event which saw dozens of foreign dignitaries and ambassadors attend to try durian and other local delicacies.

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



### Controversy: Korean influencer says Malaysian durian is better than Thailand's

A popular South Korean influencer with millions of followers across Instagram and TikTok has caused a commotion online after posting she found Malaysian durian to be far better than Thailand's. Filming her reactions for her fans, she stated that the smell and fruit's texture of durian fruit from Thailand was drier and less flavorful than ones in Malaysia. Soil conditions, durian varieties and harvest techniques between the countries are different leading to contrasting tastes and quality.

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



### Iskandar: A possible new Special Economic Zone between SG & MY

Johor's government has proposed that its business hub Iskandar be designated as the Special Economic Zone (SEZ) being planned between Singapore and Malaysia. The SEZ, which was officially announced in October 2023 during Malaysian Prime Minister Anwar Ibrahim's visit to Singapore. The SEZ is expected to boost economic activity between the two countries significantly, including benefiting durian exports.

[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](#)

