

Hi,

In this update, we bring you the most recent developments in durian-related news, both in Malaysia and on the global stage. International exposure for Malaysian durian remains on the rise, with China leading the way. Additionally, international media has shown interest in an intriguing interview with the new British High Commissioner to Malaysia.

The focal point of this month's newsletter is Malaysia's noteworthy announcement regarding its engagement with the General Administration of Customs of China to facilitate the export of fresh whole Malaysian durians to China. The Agriculture Department of Malaysia has expressed its optimism in obtaining approval by next year, perfectly coinciding with the 50th anniversary of Malaysia-China diplomatic relations.

After last month's successful Malaysian Durian Festival in Hong Kong, the Malaysian government continued its efforts with the Rasa Malaysia Festival in Beijing. Drawing over 50,000 attendees, the festival featured Musang King durians and various aspects of Malaysian culture, including nasi lemak, sate, Ipoh curry mee, lion dances, and Malay martial arts.

In other interesting news, Her Excellency Ms. Ailsa Terry, the newly appointed High Commissioner to Malaysia, discussed her love for Musang King and her experiences in international postings in an interview with The Star. This interview has garnered attention from both domestic and international media, further increasing the visibility of Musang King.

We wish you 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.



## OCTOBER 2023 NEWSLETTER



### Malaysia seeking approval to export fresh whole durians to China

The Malaysian Agriculture Department has submitted a request for approval from the General Administration of Customs of China to export fresh whole durians to the country. They are hopeful for approval next year, aligning with the 50th anniversary of Malaysia-China diplomatic relations. Currently, the licence for Malaysia is for all frozen durian forms, including whole fruit, pulp, or paste to China.

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



### Musang King helps promotes Malaysia at festival in China

Musang King stole the spotlight at last month's Rasa Malaysia Festival in Beijing, drawing thousands of attendees. Hosted by the Malaysian Chamber of Commerce and Industry, this three-day festival aimed to promote Malaysia as a destination, showcasing its food and culture. Musang King's popularity in China has sparked broader interest in all things Malaysian, providing potential economic opportunities for the government.

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



### Top 10 interesting new durian creations found across Malaysia

The 'King of Fruits', is without doubt a one of Malaysia's most well-known delicacies with every one of us having our own favourite ways to eat our beloved durian. The Star, has released ten of this year's most unique and daring durian creations from across Malaysia. They include the popular Menya Shi Shi Do's delicious durian ramen served in a husk, sushi rolls infused and covered in durian from Hanasaka Restaurant as well as cendol, roti canai and even teh tarik.

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



### New British High Commissioner to Malaysia a fan of Musang King

Her Excellency Ms. Ailsa Terry, the newly appointed British High Commissioner to Malaysia, recently expressed her deep appreciation for Musang King durians in an interview with Malaysia's New Straits Times. Since her arrival in August 2023, she has enthusiastically embraced Malaysian culture and cuisine, with Musang King standing out as her personal favourite due to its unique taste which she described as 'cheese and spring onions'.

[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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