

Hi,

We hope all is well. Presented below is our latest January Durian Projects Newsletter covering key news involving durian.

The theme in this month's newsletter is growing international demand for Musang King. The Malaysian government has increased its efforts to promote durian overseas which will help boost our industry over the coming years. For example, it supported a "Taste of Malaysia" food campaign last month in the Netherlands which saw durian pulp and fruit fly off the shelves. Demand for pulp alone rose more than 600% over last year's event while frozen durian saw sales increased threefold.

Malaysia will also benefit from the recently enacted Regional Comprehensive Economic Partnership (RCEP) agreement which went into effect on January 1st 2022. Edwyn Chiang, secretary general of the Malaysia International Durian Industry Development Association stated that the agreements "benefits come at the perfect time for the country's durian industry which is looking capitalise on the booming durian trade in Asia...the golden age of the durian trade has begun."

In other news, we have seen continued durian product creation across Singapore and surprisingly even the United States which saw two new durian craft beers launched.

We look forward to a stronger Durian market this year and wish you a wonderful year 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.



## JANUARY 2022 NEWSLETTER



### Malaysian Durian Exports to Increase due to New Trade Agreement

The new RCEP trade agreement is set to help Malaysian durian exports fulfill their potential. The RCEP entered into effect on 1 January 2022 and includes China, Japan, Korea, Australia, New Zealand and all ten members of ASEAN.

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



### Musang King durian pulp demand increases 600% in the Netherlands

Musang King durian pulp imports to the Netherlands increased more than 600% in the annual Taste of Malaysia event. The event was organised by the Agriculture & Food Industries Ministry, a Dutch supermarket chain, the Malaysian embassy, Matrade, and Tourism Malaysia.

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



### Durian Beer launching across the United States

The United States, home of the world's most craft beers has stated releasing their own locally brewed Durian Beer. Two of the latest breweries creating Durian beer are located in Colorado, both of which use frozen durian in order to keep the taste as authentic as possible.

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



### The World Bank revises Malaysia's GDP up to 5.8% in 2022

Malaysia's economic recovery is to strongly rebound in 2022, up from 3.30% in 2021 to 5.8% this year. Economic grow will be driven by increased domestic demand for goods & services, and continued growth in exports. Malaysia's largest trading partners include China (14.15%) and Singapore (13.88%).

[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](#)

