

Hi Dear,

Please find below the latest Durian Projects Group newsletter with useful articles and insights involving our wonderful world of durian.

This month Musang King durian continued to receive international attention, mainly thanks to the achievements of the movie “The King of Musang King”. In the movie a husband moves overseas looking for success, leaving his wife to tend to their durian plantation left by her late father while she single-handedly raises her three children. Things get complicated when a local durian plantation expert gets involved with the family business and the husband suddenly returns. The Malaysian based production has shown the world how valuable and culturally important Musang King is to us as both a local community and as a country as a whole.

Staying focused on the silver screen, Hong Kong actor Liu Wai-hung has also been driving interest in Musang King through his farming techniques that help nurse sick trees back to health. So successful has been his efforts that he is now known locally as the “Durian Doctor”.

Malaysia has also been gaining international attention due to its economic performance, with its economy growing 8.70% last year. To quote, Bloomberg “Malaysia grew at the quickest pace in more than two decades in 2022, as pent-up demand helped the nation take the mantle of the fastest-growing economy in Asia”.

2023 is expected to be another strong year for the economy, although growing at a more restrained 4.50%. This is a growth rate that is expected to be far better than regional peers.

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.



MARCH 2023 NEWSLETTER



Melaka company releases unique 3D durian ice cream

The Melaka company Musang Wang has been promoting its unique 3D durian ice cream as part of its range of “3D ice creams”, which are shaped just like the fruits they are made of. Its best-selling product is, not surprisingly, the Musang King durian. The brand also creates artisanal products of other tropical Malaysian fruits. Currently, to purchase their products, you must contact the team directly.

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



Hong Kong actor Liu Wai-hung moves to Malaysia to farm durian

Veteran Hong Kong actor, Liu Wai-hung who has been featured with numerous stars including Chow Yun-fat has now been nicknamed Malaysia’s “Durian Doctor”. His moniker stems from Liu’s organic farming exploits in Malaysia where he has been living since the start of the pandemic. His love of durian has seen Liu and his team helping to nurse sick durian trees back to health across the country.

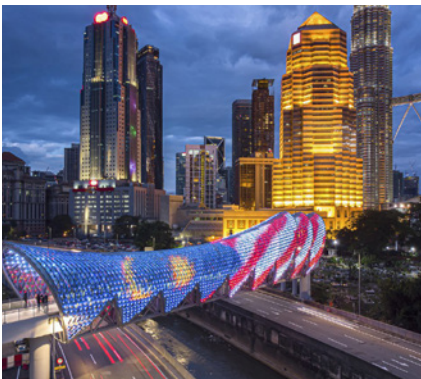
[To read the full article, please CLICK HERE](#)



Durian takes center stage in Jack Neo’s movie, “The King of Musang”

Durian movie, “The King of Musang King” has surpassed expectations taking the top spot at the Singapore box office over Chinese New Year, with S\$807,000 (RM 2.7 million) in its first 4 days. The story revolves around Mao Shan (Jack Neo) who is an ambitious durian farmer who wishes to expand his sales overseas, against pressure from competitors. In the movie durian takes center stage.

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



Malaysia’s economy sees its best growth in over 20 years!

In his budget speech to parliament last week, PM Anwar Ibrahim expressed optimism that the nation’s economy will achieve higher-than-anticipated growth this year of around 4.5%. This comes after Malaysia posted growth of 8.7% in 2022, almost triple the previous year, and the quickest pace since the 8.9% expansion seen in 2000. Malaysia’s outlook is strong and expected to outperform the region.

[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](#)

