

Hi,

Please find below our monthly newsletter update, where we share the latest developments in durian-related news, both in Malaysia and on the global stage. It is clear that durian is becoming more popular internationally, as indicated by growing news coverage.

We hope you enjoy this month's articles and 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.



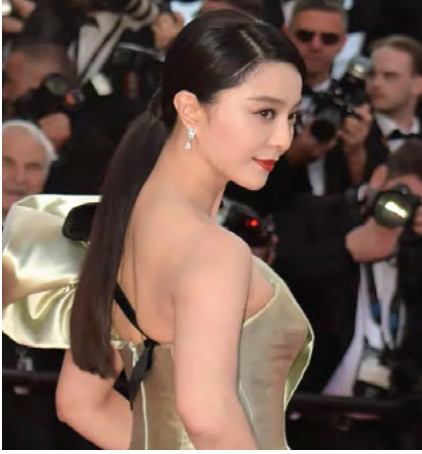
JULY 2024 NEWSLETTER



Fresh Malaysian durians for China after trade deals signed during Li's visit

Fresh Malaysian durians can now be exported to China as the two countries finally signed an export agreement recently during a visit by Premier Li Qiang to celebrate a half-century of diplomatic relations. Exporting fresh durians to China will open a new market for Malaysia, which began selling durian pulp & paste to China in 2011 and frozen durian whole fruits in 2018. Malaysia's frozen durian export value to China has surged from RM 170 million in 2018 to nearly 1.2 billion last year.

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



Chinese actress Fan Bing Bing recommends 'Durian Cendol' to Chinese tourists

Popular Chinese actress Fan Bing Bing has revealed her love of Durian cendol commenting that is a must-try delicacy for all Chinese tourists visiting Malaysia. Fan Bing Bing is no stranger to Malaysia and our durian, she was captured indulging in a variety of durians in Johor including Musang King and Black Thorn months ago, and last month was appointed as Tourism Ambassador for Visit Melaka 2024.

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



Over 600kg of durian served at two fruit feasts in George Town

The importance of durian in George Town was on full display in June with two key durian feasts held by government officials. Over 300kg of durian including Musang King and Black Thorn were served to pressmen and guests during the annual "King of Fruits" party hosted by Penang Chief Minister Chow Kon Yeow at the Lebuh Aceh community hall. Elsewhere, Tanjong MP Lim Hui Ying also had a durian party at Lee Sih Chong Soo (Lee Kongsi) in Jalan Burma.

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



Durian stall wins netizens' sympathy, dramatic TikTok apology for late delivery

SGDurian, a durian stall in Singapore has gone viral and earned netizens sympathy for its over-the-top apology video on TikTok for a delivery delay. The video starting with sad piano music playing shows the owner and staff solemnly standing in a row bowing deeply, Japanese ojigi-style, apologizing for delays in delivering its durian due to logistical issues. Great customer service!

[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](#)

