

Malaysia's top durian to enter China in large quantities

Detail Introduction :

Since the first batch of frozen durians was shipped to China in April 2018, the Chinese market has seen a surge in demand for Musang King. From September 11 to 13, 2020, Malaysia's Musang King will enter China in large quantities.



Malaysia is the origin of durian, and it was later introduced to Thailand, Myanmar, and other places. Malaysia's soil, water quality, temperature, and other environments are very suitable for durian growth. The durian produced has the best taste and quality, which is better than that of Thailand, Myanmar, and other places.

Frozen durian is to freeze the durian that has basically matured naturally and keep it fresh, retaining the rich taste of the durian, and then transporting it through the cold chain. When it arrives at the consumer, it is basically the same as the taste just picked. It is reported that the Malaysian government stipulates that in order to ensure the pure taste and quality, Musang King, which is the top durian, can only be frozen for export. Previously, however, Malaysia only allowed shipments of frozen durian pulp and paste to China. Malaysian Minister of Agriculture Salahuddin said that with China's approval of the import of Musang King frozen unshelled durians, it is expected to bring Malaysia at least 500 million ringgit (about 840 million dollars) in revenue every year in the future, and said that more and more Malaysian fruit companies hope to obtain export licenses to China.

At present, there are only 14 registered companies in Malaysia that have the qualification to export fresh unshelled durian to China. These 14 durian companies will participate in the first China-ASEAN Online Business Fair and directly talk to domestic buyers, which will be an excellent opportunity for domestic traders not to miss.

Durian is one of the few fruits in China that is completely imported and has a huge market. In 2019, the import growth of durian reached 48%, and the import value exceeded that of cherries, becoming the "most imported fruits". This year, under the influence of the new crown epidemic, the import volume still maintained high growth.