

# Promoting Malaysia's durian in China

**BEIJING:** A slight but distinct aroma of the King of Fruits wafted through the air within the ballroom of a hotel here as booths were set up to promote durian and its products in China.

A two-day Malaysia Durian Festival was organised in conjunction with the Belt and Road Forum for International Cooperation (BRF) by PLS Plantation Bhd, a Malaysian public-listed company at the China World Hotel.

There were trays of durian products on display, among them cakes, tarts, chocolates and even burgers.

Prime Minister Tun Dr Mahathir Mohamad and his wife, Tun Dr Siti Hasmah Mohd Ali, attended the festival yesterday to take a look at the products showcased.

Dr Mahathir witnessed an ex-

change of documents between Malaysian and Chinese companies to enhance their business relationship in durian trading.

PLS Plantation had signed a Heads of Agreement with Shanghai Greenland Group, ZTE Corporation and PTSKY from China, and FGV Holdings Bhd from Malaysia earlier.

In March, PLS Plantation had signed a strategic partnership agreement with Greenland, to form Greenland-PLS Joint Venture for the import, sales and marketing of durian products.

Since then, Greenland-PLS Joint Venture had successfully imported products, mainly frozen, derived from many popular Malaysian durian species, such as D197 Musang King and D24 Sultan King.

PLS Plantation, in a statement, said it was confident that durian from Malaysia would be in demand and distributed to various cities in China.

"Through our collaboration with FGV Holdings, Shanghai Greenland Group and ZTE Corporation and Shanghai PTSKY, PLS Plantation trusts that agricultural development in Malaysia will be advanced to another level and contribute to the overall economy of Malaysia."

According to trade data compiled by the United Nations, durian exports to China have been increasing by an average of 35 per cent annually, and were estimated to be worth US\$1.1 billion (RM4.5 billion) in 2017, significantly higher than the US\$243 million a decade ago.

*Prime Minister Tun Dr Mahathir Mohamad and his wife, Tun Dr Siti Hasmah Mohd Ali, visiting a booth at the Malaysia Durian Festival in Beijing yesterday.*  
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