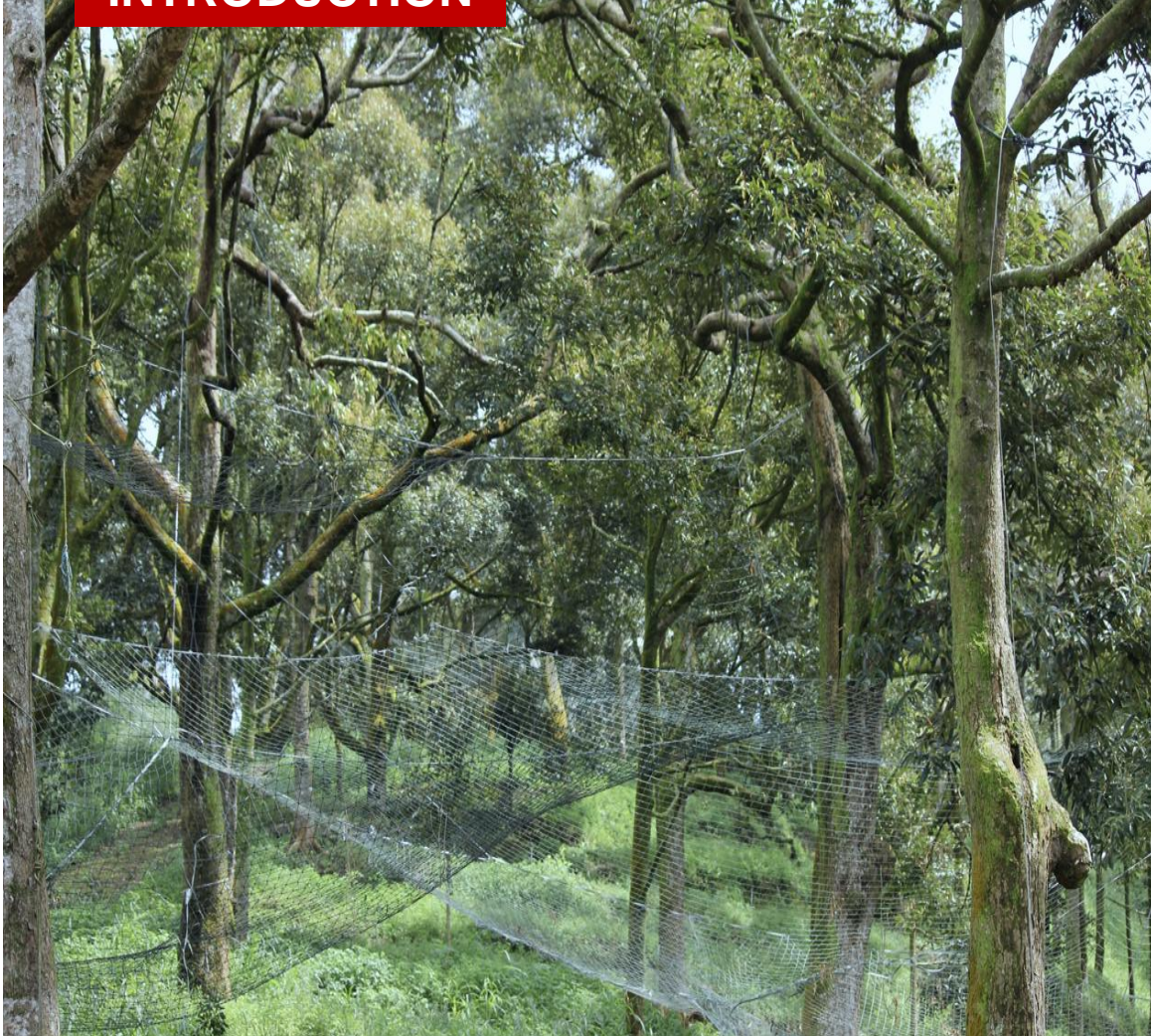




MALAYSIA DURIAN: Production, Export, and Market Opportunities

Asia Fruit Logistica Bangkok Meet Up 2025

INTRODUCTION



Malaysia's Durian Industry Growth

- Malaysia is a leading producer of premium durian varieties, known for its quality and rich taste profile
- The country contributes significantly to the global durian supply, especially with Musang King and Black Thorn
- Malaysia's tropical climate and rich soil make it ideal for durian cultivation, with 72,000+ hectares under production

China as a Key Market

- China is Malaysia's largest durian export destination
- Transition from frozen to fresh durian exports (approved in 2024)
- High consumer demand in big cities
- Malaysia positioned as a premium durian supplier compared to regional competitors

Malaysia Durian

PRODUCTION OVERVIEW

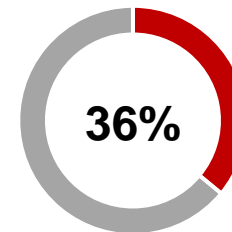


Expected **11%** Production Growth

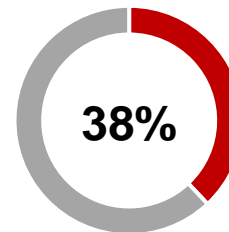
455,458 metric tons in 2022

505,853 metric tons by 2025

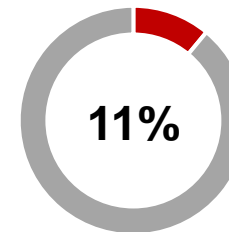
Popular Varieties:



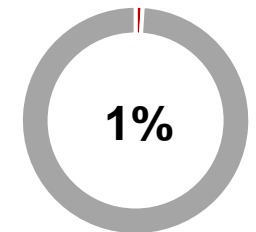
Musang King



Kampung



D24



Black Thorn

Cultivation Expansion:

Urged by the Malaysia government, farmers are increasing cultivation to meet export demand

Malaysia DURIAN

EXPORT MILESTONES



The timeline is set against a background image of durian fruit on a tree. It consists of four light pink rounded rectangular boxes arranged horizontally, each with a red arrow pointing to the next box on the right. Each box contains a date or year in large bold text, followed by a description of the milestone in smaller text.

**June
2012**

Began exporting
**Frozen Durian
Pulp** to China

**June
2019**

Got approved to
export **frozen
whole durian** to
China

2022

Export Value
Reached **887
million** Malaysia
ringgit (\$187.9
million)

**Aug
2024**

Malaysia gained
approval to **export
fresh whole
durians** to China

Chinese Market

OPPORTUNITIES



High Demand in Major Cities:

Musang King is highly sought after in Tier 1 and 2 cities

Premium Pricing for Musang King:

Musang King commands premium prices in China due to its rich flavor, smooth texture, and consistent quality

Growth in Durian-Based Products:

Snacks, paste, and desserts are gaining popularity — driven by innovation and demand for convenience

Digital Channels:

E-commerce and live-streaming boost direct-to-consumer sales and enhance product visibility

CHALLENGES

Thailand

Dominates the largest durian export market with, backed by high production volume, mature supply chains, and efficient logistics that reduce costs and ensure consistent delivery to China

Vietnam

Rapidly scaled its durian industry, benefitting from competitive pricing, faster border access to China, and growing technical capabilities

Quality Control

Ensure consistent fruit quality across various farms and growing seasons remains difficult, especially without standardized practices

Certification & Traceability

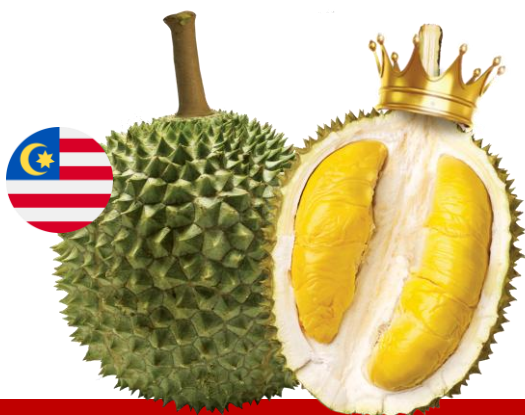
Complying with China's strict import protocols, including full traceability and food safety standards, poses a logistical and administrative challenge for many producers

Infrastructure Gaps

Limited access to cold chain logistics, modern packing facilities, and rural road infrastructure impacts freshness, shelf life, and increases export costs

CHALLENGES

CULTIVAR



Musang King

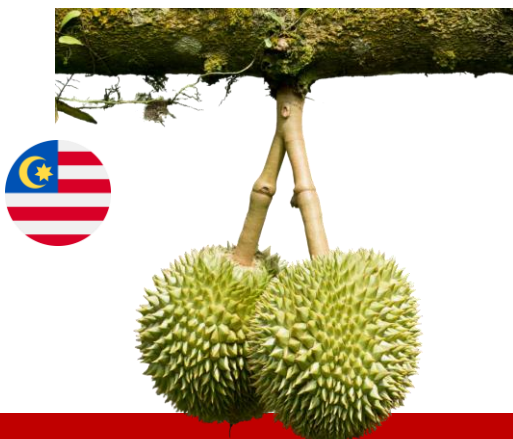


Monthong



Ri6

HARVESTING



Tree-ripened



Early-harvested



Mixed

SUPPLY



Limited



High Volume



Competitive Pricing

SUPPORT & INITIATIVES



Expansion of Durian Cultivation

Increase in planted areas to boost production volume and meet export demand

Certification

Government support for farms to obtain MyGAP, HACCP, and GMP certifications to meet international standards



Agrotourism

Promoting agrotourism to boost the durian industry

Tax Exclusions

Policies like tax exclusions on durian exports enhance competitiveness



Collaboration

Government-private sector collaboration
Enhance export readiness, R&D, infrastructure, and compliance



Evolution of Farming

TECHNOLOGICAL ADVANCEMENT

We started with traditional farming method, to all the way developing our own modern farming approach for durian and now is utilizing modern IoT solutions on our commercial farms for better farming application.



Conventional Farming



Modern Farming



Smart & Precision Farming



SMART FARMING

Adoption of intelligent fertigation systems and data-driven methods to optimize output.

The features of IOT system in place:

- Improve result monitoring and communications.
- help to analyze the characteristics, moistures and pH of soil.
- Installed irrigation system increase fruits yielded by 30%.

AI APPLICATIONS IN DURIAN PLANTATION

REVOLUTIONIZING DURIAN CULTIVATION WITH SMART TECHNOLOGIES



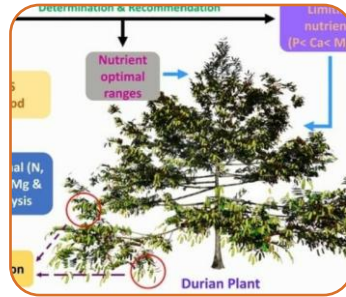
Pest and Disease Detection

- Real-time identification
- Early alerts



Flower and Fruits Counting

- Forecast yield



Tree Health Monitoring

- Interpret leaf health and detect deficiencies



Microclimate and Weather Prediction

- Forecast weather
- Analyze weather data



Smart Harvest and Logistics

- Integration with harvest planning for fruit maturity tracking



Farm Security Monitoring

- CCTV and thermal cameras
- Smart alerts

FROZEN DURIAN

Utilizing nitrogen blast freezing technology to freeze whole durians, effectively preserving their freshness and natural qualities.



FROZEN DURIAN PASTE

Leveraging our durian expertise, we produce premium durian paste frozen at -35°C for 1 hour, heat-treated to reduce microbial load, and stored at -18°C for global distribution.



FROZEN DURIAN SEEDPULP

The product is packed in RTE trays, blast-frozen at -35°C , UV-treated for decontamination, and stored at -18°C to maintain quality.



An aerial photograph of a vast, dense durian plantation. The trees are a vibrant green, and their canopies form a thick forest. In the background, a winding road and a small body of water are visible under a hazy sky.

COMPANY OVERVIEW

DISCOVER TOP FRUITS SDN. BHD.

Your Premium Durian Provider

Top Fruits Sdn Bhd, established in 1986 in Batu Pahat, Johor, is one of Malaysia's largest durian plantations and exporters. Our **MyGAP-certified farm** uses organic practices and features over 20-year-old trees of premium varieties such as **Musang King (D197)**, **Black Thorn (D200)**, **Golden Phoenix (D198)**, and **Sultan King (D24)**.

With a **HACCP and GMP-certified factory** located near the farm, we ensure fast, high-quality processing to meet international export standards.

Top Fruits' Development

MILESTONES

2009, Top Fruits first 'CPPC' built in Batu Pahat, Johor.

Mar 2010, started as Fresh Lime Fruits Drink processor and distributor.

Jan 2012, begin exporting fresh Musang King Durians to Hong Kong.

Mar 2012, granted export permit by AQSIQ China to export frozen durian seed pulp.

Jun 2012, acquired MyGAP certification in stringent farm produces.

Jun 2018, launched the first "Durian Farm Rehabilitation" programs in Sarawak.

Sep 2018, expanded BP Factory, including Nitrogen Freezing facility.

Dec 2018, Setup heat Treatment Line to help improve product safety and quality.

Jan 2020, soft launch of Top Fruits Sarawak Kuching, East Malaysia.

Jun 2020, first online collaboration with local Youtuber artiste "Musang King Channel".

Aug 2020, implementation of FSSC system ensure stringent quality control to meet global standards.

**2009
-
2010**

2011

2012

**2014
-
2015**

2018

2019

2020

2021

Jan 2011, participated in Singapore food and fresh fruits expo.

Jul 2011, 1st participation in Inter Food expo in Hong Kong.

Dec 2011, Granted Malaysia GMP in good manufacturing process.

Jan 2014, relocate headquarters to Seri Kembangan, Selangor.

Jun 2014, applied Halal certification to meet Malaysia Syariah Law requirements in safe food produce.

Year 2015, Practice of HACCP guideline in food safety manufacturing.

Jun 2019, granted permits by GACC China to export frozen whole durian to China market.

Jun 2019, penetrated middle east market.

Dec 2019, first frozen durian seed pulp exportation to middle east country.

Jan 2021, applied Halal certification for our Downstream products to meet Malaysia Syariah Law requirements in safe food produce.

Dec 2021, 1st in Malaysia to penetrated Africa market.

Top Fruits' Development

MILESTONES

2022, Promoting Smart farming concept in Durian with 3 major components.

April 2022, Top Fruits Research and Development Centre set up.

April 2022, Established of Regional office at Hong Kong.

Nov 2022, **Silver Award Winner** in agriculture, food and beverage industry & **Special Award Winner** in **Halal products** of *Export Excellence Awards 2022*.

Jan 2024, Recognized with the **Business Achiever Award** in the Export Excellence Awards.

Aug 2024, the first batch received approval from General Administration of Customs of China (GACC) to **export fresh durian to China**.

Oct 2024, received **Global Agritech Award** in the Gitex Dubai 2024.

2022

2023

2024

More to come...

2023, Expansion into Hong Kong Supermarkets: Gold Thon products available in all supermarkets across Hong Kong.

-Granted for the Sedex Social Audit (**SMETA**) and **SQMS** accreditation.

Dec 2023, Export Fresh Jackfruit to China.

Dec 2023, Honored with the ASEAN Master Class Award as the **Leading Brand in Tropical Fruits Export Distribution Excellence**.

CERTIFICATION

**CERTIFICATION BY
MALAYSIA'S TOP
QUALITY**
GOVERNING BODIES &
INTERNATIONAL
AUTHORITATIVE BODIES



Malaysia Good
Agricultural Practice
(MyGAP)



Halal
Malaysia Syariah Law
governing organization



Good Manufacturing
Practice (GMP)



Hazard Analysis
Critical Control Point
(HACCP)



Food Safety
System Certification
(FSSC 22000)



Sedex Members
Ethical Trade Audit



McDonald's Supplier
Quality Management
System



Malaysia's Best

Diversity Beyond

DURIAN-BASED PRODUCTS

- Malaysia is actively pushing frozen and ready-to-eat durian formats
- Top Fruits leads the way with exports of: *Whole frozen durian, pulp, paste.*
- **Value-added innovations like Durian-based products** as below:

✓ 100% handmade ✓ 100% fresh ✓ Zero Preservatives ✓ Zero Colouring ✓ Zero Flavourings



Swiss Roll



Cheesecake



Ice-Cream



Gelato



Mochi



Pizza



Cream Puff

WHAT'S NEXT THE WAY FORWARD

Pioneering the Future of Durian in Malaysia

Growth Potential:

- Malaysia durian production and export are on an upward trajectory
- Durian export must expand strategically and sustainably

Market Opportunities:

- Significant potential in the Chinese market, despite competition
- Focus: quality consistency, sustainable practices, and market expansion

Top Fruits' Role:

- A key player in driving the durian industry forward
- Leading through innovation, smart farming, and global partnerships

THANK YOU

LET'S CONNECT!

Feel free to ask or reach out directly



GET IN TOUCH WITH US

We welcome collaboration and enquiries.

 www.topfruits.com.my

 @topfruitssb