PRESS RELEASE

For Immediate Release

"Durians: The Sexiest But Thorny Business Venture" + "Durian Buffet" Seminar

Dubbed the "King of Durian", the Musang King durian is widely loved and sought after by durian aficionados. This renowned fruit is also the pride and joy by the people of Raub, Pahang as the district has become the official home turf for the highly prized species.

In Pahang, 95% of cleared land will be used for durian planting. This lucrative venture however can be thorny as investors plunge into this gold mine without fully understanding the industry.

Organised by the Federation of TAR College Alumni Associations, Malaysia ('FTARC AA'), a seminar will be held to discuss the feasibility and viability of owning a durian business. Five speakers will be sharing their professional experience and intimate knowledge on durian matters during the seminar.

One of the speakers, Professor Teh Bin Tean, whose ground-breaking research of cracking the durian genome made headlines, will be speaking on the topic "Creating the World-First Durian Genome" whereby he will be sharing on his journey from cancer research to plant research, the durian genome – its history and evolution, the story of durian smell and the impact and possibilities of genomic studies.

This seminar is a must for durian farmers, orchard owners, durian traders, durian processors, durian sellers, durian investors, agriculture land owners, durian addicts and durian lovers alike. Participants will also be given the opportunity to sample some of the scrumptious durian that Raub, Pahang has to offer in a durian buffet that will be provided after the seminar.

Date: Sunday, 5 August 2018
Time: 8 a.m – 2:30 p.m
Venue: Main Hall, Tunku Abdul Rahman University College, Jalan Genting Klang, 53300,
      Kuala Lumpur
Fees: RM250 / pax

For details, please contact
Norraini/Claudine
 +603 7802 3299
norraini@adrianyeo.com

Sin Yee
+60 17-924 7338
sinyee@durianwonderland.com

RSVP
www.durianwonderland.com/events