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MEDIA RELEASE

MALAYSIA'S KING OF FRUITS GAINS HIGH DEMAND IN THE NETHERLANDS

The Ministry of Agriculture and Food Industries (MAFI), through its Agriculture Counsellor's Office (ACO) in The Hague recently organized Taste of Malaysia (TOM) from 10 – 23 November 2021 in partnership with Amazing Oriental and in collaboration with The Embassy of Malaysia in The Hague, MATRADE and Tourism Malaysia. Amazing Oriental is one of the largest stores with 21 outlets in The Netherlands. The aim of this program was to increase the awareness on Malaysian food products and to promote the Malaysian 'Musang King' durian (frozen pulp and whole fruit) as well as durian based products.

According from the official report received from Amazing Oriental, the program showed an increase of 228% in terms of food products sales as compared to normal sale. The demand for frozen Musang King pulp rose 6 folds in which 89 cartons were sold out as compared to 12 cartons for the same duration without promotional efforts. The demand for frozen Musang King whole fruit was also increased by 3 folds whereas the durian-based products showed an increase of up to 50%.

Secretary General of MAFI, Dato' Haslina binti Abdul Hamid said that there is a vast demand and opportunity for agriculture products to be exported to Europe. However, aspects on food safety as well as rules and regulations must be adhered. The European Union also places high importance on other requirements such as sustainability, traceability, certifications, labelling and packaging. This can be seen clearly by the food security policies that are already in place. Although faced by strict requirements, the Ministry and its Agencies will continue to assist and provide necessary advice and guidance so that more Malaysian food and agriculture products will be able to gain market access in the European market.

According to the Ambassador of Malaysia to the Kingdom of the Netherlands, Dato' Nadzirah Osman who also officiated the program, strategic partnerships are important in order to increase imports of Malaysian food products and tropical fruits into The Netherlands. The Port of Rotterdam which is located in The Netherlands also serves as the main point of entry for products from Malaysia into the European Union.

The ACO in The Hague, The Netherlands is a regional office under MAFI, which covers 33 countries including the United Kingdom (UK), 27 European Union countries, 4 *European Free Trade Association* countries (Iceland, Liechtenstein, Norway & Switzerland) and Russia. Some of the roles and functions of the office are to expand market access, provide advice / facilitate on sanitary and phytosanitary (SPS) matters, assist on rules, regulations, import and export requirements for the agriculture sector, facilitate transfer of agriculture technology and explore investment opportunities.

Prepared by:

AGRICULTURE COUNSELLOR OFFICE (THE HAGUE)

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