



FEDERATION OF TUNKU ABDUL RAHMAN COLLEGE
ALUMNI ASSOCIATIONS, MALAYSIA

马来西亚拉曼学院校友联合总会 (1989)

**MEDIUM OF FORUM:
IN MANDARIN**
(华语讲解)



榴莲论坛+榴莲自助餐

Durian Forum with Durian Buffet

榴莲行业的前景 与其价值链

THE FUTURE OF DURIAN & VALUE
CHAIN OF DURIAN BUSINESSES

节目总监 / Program Director



杨应辉 · Adrian Yeo Eng Hui

拉曼校友总会署理会长

Deputy President of Federation of TARC Alumni Associations, Malaysia

执业会计师+榴莲园业主

Practicing Accountant + Durian Orchard Owner

报名/RSVP: <https://bit.ly/3ayR3M9>,

穿着/Dress code: 请穿着端庄整齐, 谢绝拖鞋。Smart Casual.

如有任何问题, 请联络/Any questions, email us at:

sarah@durianwonderland.com.

Click to
WhatsApp Us



23.07.2022
星期六
(Saturday)

10am - 2pm

拉曼大学学院
校园
(Tunku Abdul
Rahman University
College)
Jalan Genting
Kelang, Setapak,
Kuala Lumpur

RM200/pax

扫描或点击报名





论坛亮点 HIGHLIGHTS

榴莲；在小镇或城市都是热课题，最期待的口感，最性感又棘手的投资项目。

Durian - the most irresistible fruit, it is sexy but thorny to start planting.

世界开始迷恋猫山王，全东南亚都在种猫王包括海南岛。种植者怕十年后猫王与黑刺(新秀)供过于求，价格大跌。

The world is awoken & started to go crazy on Malaysia durians. Now Southeast Asia including Hainan Island is planting Malaysia species of durians. Investors are concerned on possibility of over supply of musang king & black thorn (rising star) in 10 years time and dive in ex-farm price.

此论坛会，我们邀请了3位嘉宾来分享关于智能榴莲种植法、榴莲的市场趋势、榴莲企业的价值链，和榴莲商业的风险。

In this forum, our 3 speakers will share and discuss the whole spectrum of Durian business venture from agriculture modernization in durian plantation, market trends and value chain of durian businesses.

无论您是榴莲爱好者、对榴莲种植商业有兴趣者，还是纯粹想知道更多，都欢迎您来参与。

Whether you are a durian lover, durian enthusiast or starting to explore durian venture, you're welcomed to join the forum.

237约定你一起探讨榴莲行业的前景与其价值链！

Join us on Saturday 23 July 2022 to hear our speakers share their views & we look forward to seeing you all.

论坛流程

9.30 am. 嘉宾与观众入席
Registration

10.10 am. 丹斯里陈广才致欢迎词
Welcome Address by Tan Sri Chan Kong Choy - Chairman of TARUC Alumni Council

10.20 am. 智能榴莲园 ~ 周丹苗
Topic 1: "The Smart Durian Plantation" by Nerrisa Chu Tan Miaw

10.40 am. 本地收购商货源与走势 ~ 梁锦源
Topic 2: "Sources of durians for Wholesaler" by Billy Leong Jin Yuan

10分钟休息
10 minutes break

11.20 am. 10年后大马榴莲会供不应求吗？~ 张丽珠
Topic 3: "Will supply of Malaysian durians exceeds demand 10 years later?" by Anna Teo Lee Chu

11.45 am. 问与答
Q&A Session

1.00 pm. 榴莲自助餐
Durians Buffet

2.00 pm. 结束
The End



论坛主持人与主讲嘉宾

MEET THE MODERATOR & SPEAKERS

主持人/ Moderator

丹斯里陈广才 · Tan Sri Chan Kong Choy

前交通部长

Former Transport Minister

现任拉曼大学学院校友理事会主席

Current Chairman of Tunku Abdul Rahman University College Alumni Council



主讲/Speaker 1:

周丹苗 · Nerrisa Chu Tan Miaw

马来西亚博大园艺科学学士

BSc Horticulture (UPM)

现任顶好有限公司的研发主管

Top Fruits Sdn.Bhd - R & D Lead



分享的主题/Sharing:

智能榴莲园

The SmarT Durian Plantation

- 环境对榴莲品质的影响
Environment factors affect quality of Durian.
- 运用物联网系统达到增产与改善品质
Application of IOT & technology to maximize yield & improve quality of Durian.
- 全面的种植规划
Plantation planning from land preparation to tree maintenance.

论坛主持人与主讲嘉宾

MEET THE MODERATOR & SPEAKERS

主讲/Speaker 2:

梁锦源 (劳勿-小老虎) · Billy Leong Jin Yuan (Tiger Cub of Raub)

恒鲜食品 (马) 有限公司经理

PHG Wholesale & Retail Sdn Bhd

全马最大的猫王收购商之一 - 彭亨州劳勿

One of the largest collectors of Musang King in Malaysia, based in Raub Pahang



分享的主题/Sharing:

本地收购商货源与走势

Sources of durians for Wholesaler

- 谁控制榴莲收购价格? 什么因素会影响榴莲价格的波动?
Who controls durian purchase price? What factors affect the fluctuation in price of durians?
- 未来的5年, A猫王與黑刺, 芭价的预测走势?
Forecast ex-farm price of Musang King A and Black Thorn in 5 years time.
- 如果我有100万令吉, 现在可以种植榴莲吗?
If I have RM1 million, feasible to go into durian planting now?

主讲/Speaker 3:

张丽珠 · Anna Teo Lee Chu

和南私人有限公司创办人和首席执行官

Founder & Group CEO of Hernan Corporation Sdn Bhd

从空姐转变成榴莲出口商和种植者, 现扩展榴梿上下游产业

Air hostess turned durian exporter and planter, expand into down stream processing.



分享的主题/Sharing:

预测2032年榴莲价与分解榴莲价值链

Predict durian price in 10 years time & explain its Value Chain

- 整个东盟都在种植榴莲。2032年猫山王 A 和黑刺的预期价位是多少?
The whole of ASEAN is planting durians. In 2032, what is the forecast ex-farm price for musang king and black thorn?
- 为什么我们从榴莲贸易扩展到种植再到下游加工? 这条链中的最高价值在哪里?
Why we expand from trading of durians to planting and to down stream processing? Where is the highest value in this chain?
- 如果我能筹到 500 万令吉, 我在榴莲链上怎么玩?
If I can raise RM5 million, what options do I have along the chain of durians?



榴蓮自助餐-来自彭亨劳勿

DURIAN BUFFET FROM RAUB DISTRICT

1.00 PM - 2.00 PM

当季榴蓮 / Durians of the season



Musang King



Golden Phenix 金鳳



D24/XO



D18



D101