

# After durian, now cempedak is heading for China

**MELAKA:** After the durian, it is the humble cempedak's turn to make waves in China.

This came after local entrepreneur Goh Ming Kang successfully introduced the fruit to the Chinese.

The 40-year-old food manufacturing company managing director sent cempedak (*Artocarpus integer*)

samples to China for testing and received overwhelming support from food industry captains there.

"My company exports fruit pulps, including durians, to China, India and other Asian countries.

"I decided to explore the potential of the cempedak with my existing Chinese clients, and they have

shown interest in promoting the whole fruit," he said when met at Padang Temu here yesterday.

The father of three is in Melaka to work with the state government in sourcing for wild cempedak from villages and is also looking into commercial cultivation of the fruit.

Goh, who was raised in a Malay

village at Tangkak, Johor, took over his father's fruit business about 15 years ago and transformed it into a food ingredients processing factory.

The graduate in food science technology from Universiti Putra Malaysia has also introduced local fruit toppings to bakeries and edible product manufacturers.