



By Luisa Cheshire

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## Malaysia celebrates Taiwan trade



Kaohsiung Jujube (photo courtesy of Agriculture Bureau of Kaohsiung City Government)

### Malaysia and Taiwan's Kaohsiung region sign MoU and celebrate fruit imports at Kuala Lumpur ceremony

**M**alaysia and Taiwan strengthened their fresh produce trade ties with a signing ceremony and celebration in Kuala Lumpur (KL) last month.

Leading Malaysian importer Euro Atlantic helped organise the event, which saw the signing of a Memorandum of Understanding by Taiwan and Malaysian trade officials designed to further boost relations between Taiwan's agricultural hub, Kaohsiung, and Malaysia.

Dignitaries from both countries, as well as local retailers, attended the 25 February ceremony at KL's Aloft

Hotel, which provided a platform to promote Kaohsiung produce.

Attendees had the opportunity to sample Kaohsiung fruits on display – jujubes, golden mangoes, lychees, white bitter gourds, pink guavas and many more – as well as watch live cooking demonstrations featuring Kaohsiung produce.

Commenting on the 'Best of Kaohsiung' event, Euro-Atlantic founder and managing director Ebby Loo said: "Euro-Atlantic has been proudly importing Kaohsiung fresh produce for the past seven years. Last year alone we imported a total of 36,000kg of Kaohsiung fresh produce.

"We believe the event is just the beginning of many more bountiful harvests and a fruitful relationship between us," she added.

Kaohsiung's mayor, Han Kuo-yu; Taiwan's representative to Malaysia, Anne Hung; economic consular of the Taipei Economic and Cultural Office in Malaysia, David Hsu; and Taiwan's trade commissioner, Tasha Hsiao, took part in the celebrations.