

The Australian Grains  
Industry Conference

Asia 2024



# AGIC ASIA 2024 CONFERENCE REPORT

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# STRATEGIC CONCEPT

**Brand  
Reputation  
Advocacy  
Value**

## Strategic Purpose

AGIC Asia serves several strategic purposes for GTA members and consequently the Australian grain value chain:

- Delivering AGIC Asia builds the relationships with GTA members & stakeholders (e.g. Government – DAFF/DFAT, local Post, and in-country customers and industry organisations).
- Successful AGIC Asia events grow reputation for understanding our industry, customers and members.
- Managing and providing AGIC Asia content enables GTA to develop key messages and advocate in the interests our members with Australian Government, local Governments and other stakeholders.
- AGIC Asia allows to promote the value of Australian grain, the Australian grain supply chain to overseas customers, Governments, Australian Government.

## Technical Program

- Key points in the AGIC Asia program included:
  - Australian market drivers
  - Crop Quality
  - Maximising Australian grain value
  - GTA Framework/Code driving QA in the Australian grain supply chain
  - Australian Grain industry ESG Credentials

# SNAPSHOT

2

COUNTRIES

Indonesia, Jakarta  
China, Shanghai

462

DELEGATES

The Australian Grains  
Industry Conference  
Asia 2024



# "Reconnecting & Building VALUE"

The Australian grain industry met with its Asian counterparts in Jakarta, Indonesia on the 5th of March 2024 and Shanghai, China on the 7th of March 2024 at AGIC Asia 2024. Delegates made the most of the opportunity to interact – face to face - under the industry theme of **“Reconnecting & Building Value”**.

*“What a great occasion and an opportunity to reflect on strategic importance and the success of the trade of grain between Asia and Australia and take a moment to acknowledge and understand the people involved in the business”* said Andrew Goyder, Chair of [Grain Trade Australia](#) who hosts these popular conferences.

Delegates joined **AGIC Asia 2024** from across Asia and Australia, and enthusiastically connected, networked and discussed the topical issues with colleagues, potential customers and suppliers. *“The opportunity for suppliers and customers to connect and communicate as an industry is so important in developing cross-industry leadership and culture. This is how understanding, resilience and sustainability with trading partners is fostered and achieved”* Mr Goyder said.

“The growth and health in the Australian grain sector has created a strong platform for continued focus and investment to meet the increasing global food security needs” Mr Goyder said. This sentiment was echoed throughout the content of the **AGIC Asia** conferences. Insights showed Australia is well positioned from a sustainability perspective and is ably supported by industry, science based and government frameworks that provide confidence and ensure customers' demands and expectations of a safe product and an orderly and trusted supply chain. **AGIC Asia** provided an impressive line-up of local and Australian speakers that provided some instructive and interesting insights including:

- The strategic necessity of the grain trade between Australia and the region, as a critical component to regional food security.
- The importance of connecting supply with demand and examining and understanding opportunities to trade was a key message and generated good discussion and awareness.
- Asian economic growth factors, and demographic changes driving and changing demand growth.
- How the ESG credentials of Australia’s grain supply chain supports market expectations for sustainable safe food-based products.
- The importance of collaboration to drive improvements in understanding and harmonization of technical market access requirements to deliver mutual benefits for both Asian customers and the Australian grain industry.
- Australia’s grain production and its supply chain capacity are positioned to provide reliable and sustainable quality grain and grain products to Asia.
- Australia’s proximity, the Australian industry framework and Quality Assurance practices ensure a reliable source of supply and a supply chain build on reputation and trust.

# DELEGATE BREAKDOWN

The Australian Grains  
Industry Conference  
**Asia 2024**



China  
49%



Indonesia  
29%



Australia  
15%



Singapore  
4%

Other  
3%

# CONTENT

21  
PRESENTERS

SIMULTANEOUS  
TRANSLATIONS

DOWNLOADABLE  
TRANSLATED  
SLIDES

AGIC Asia 2024 attracted international and Australian keynote speakers and presenters, Steve Scott, Deputy Head of Mission to Indonesia and Scott Dewar, Australian Ambassador to China.

The Australian Grains  
Industry Conference  
Asia 2023



Chooi Sun Leong - Bahasa Indo

Chooi Sun Leong  
Plenary: Australian crop quality (Jakarta)  
Mar 5 4:00pm - 5:00pm



Chooi Sun Leong - Mandarin & English

Chooi Sun Leong  
Plenary: Australian Crop Quality (Shanghai)  
Mar 7 4:00pm - 5:00pm



David Cui - Mandarin & English

David Cui  
Plenary: Australian Crop Quality (Shanghai)  
Mar 7 4:00pm - 5:00pm



Derek Robjohns - Bahasa Indo

Derek Robjohns  
Plenary: Australian crop quality (Jakarta)  
Mar 5 4:00pm - 5:00pm



Derek Robjohns - Mandarin & English

Derek Robjohns  
Plenary: Australian Crop Quality (Shanghai)  
Mar 7 4:00pm - 5:00pm



Dr Desianto AGIC Asia 2024 Jakarta English

Budi Utomo Desianto  
Australian Farmer's Perspective & Potential of Indonesia (Jakarta)  
Mar 5 1:40pm - 3:00pm



Megan Edwards - Mandarin & English

Megan Edwards  
Technical Plenary 2: Maximising value of Australian grain (Shanghai)  
Mar 7 6:00pm - 6:30pm



Michael Jester AGIC Asia 2024 - Bahasa Indo

Michael Jester  
Plenary: Australian crop quality (Jakarta)  
Mar 5 4:00pm - 5:00pm



Michael Jester AGIC Asia 2024 - English

Michael Jester  
Plenary: Australian crop quality (Jakarta)  
Mar 5 4:00pm - 5:00pm



Pak Franky (English)

Franciscus Welirang  
Australian Farmer's Perspective & Potential of Indonesia (Jakarta)  
Mar 5 1:40pm - 3:00pm



Pat O'Shannassy - Bahasa (Jakarta)

Pat O'Shannassy  
Opening / Welcome/Australian Grain Update (Jakarta)  
Mar 5 12:00pm - 1:00pm



Pat O'Shannassy - English & Mandarin (Shanghai)

Pat O'Shannassy  
Opening / Welcome/Australian Grain Update (Shanghai)  
Mar 7 12:00pm - 1:00pm

# CONTENT

## AUSTRALIAN GOVERNMENT SUPPORT

## LOCAL AUSTRALIA SUPPORT



**Australian Government**

*“Australian Crop Quality updates help buyers from Asia”*

Australian Crop Quality Update was the most popular session of AGIC Asia 2024, followed by Australian Farmers Perspective by Simon Tickner



## Australian East Coast Wheat and Barley

March 2024



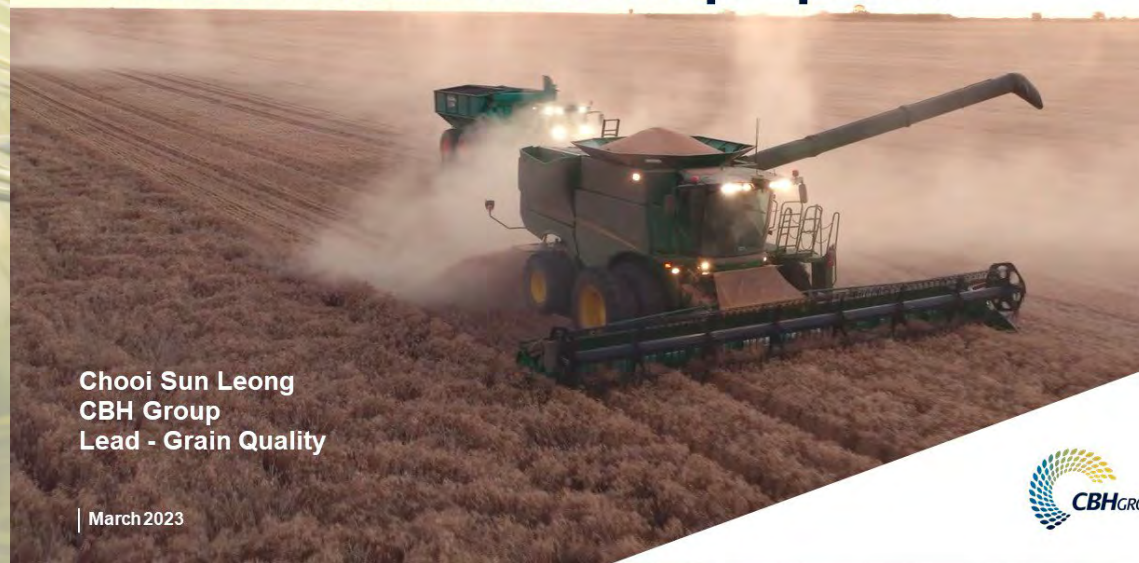
## South Australian supply chain & crop

Derek Robjohns



March 2024

## 2023/24 Australian Crop Update



Chooi Sun Leong  
CBH Group  
Lead - Grain Quality

March 2023



*“Presentations content is very useful for us”  
Comments from the delegates after the event*





# ENGAGEMENT

- Live Q&As
- Expert Panel
- Networking function
- Email campaigns
- Social Media posts
- Media releases
- Conference app
- Round tables
- WeChat
- WhatsApp



The Australian Grains Industry Conference  
**Asia 2024**

CONFERENCE  
**PROGRAM**

**5 March 2024**  
Jakarta, Indonesia

**7 March 2024**  
Shanghai, China

[www.ausgrainsconf.com/asia](http://www.ausgrainsconf.com/asia)

Hosted by: **GRAIN TRADE AUSTRALIA**

The cover features a green header with the conference title and a wheat stalk logo. Below is a large image of a combine harvester in a golden wheat field. At the bottom, there are smaller images of grain silos, a grain ship, and a pile of wheat. The text 'CONFERENCE PROGRAM' is prominently displayed in the center.

Contact us on WeChat



# ENGAGEMENT

## International Women's Day 2024



## International Women's Day 2024



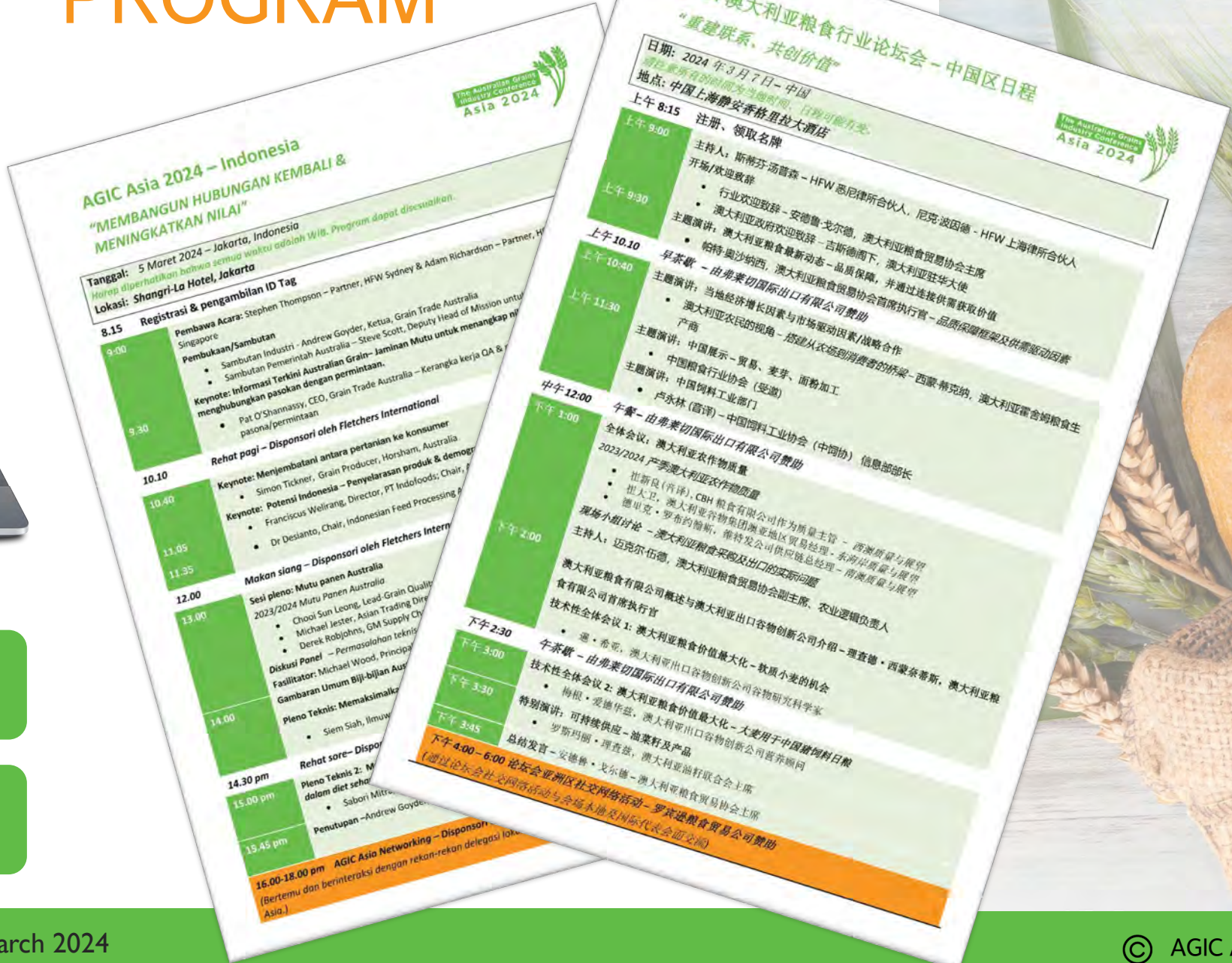
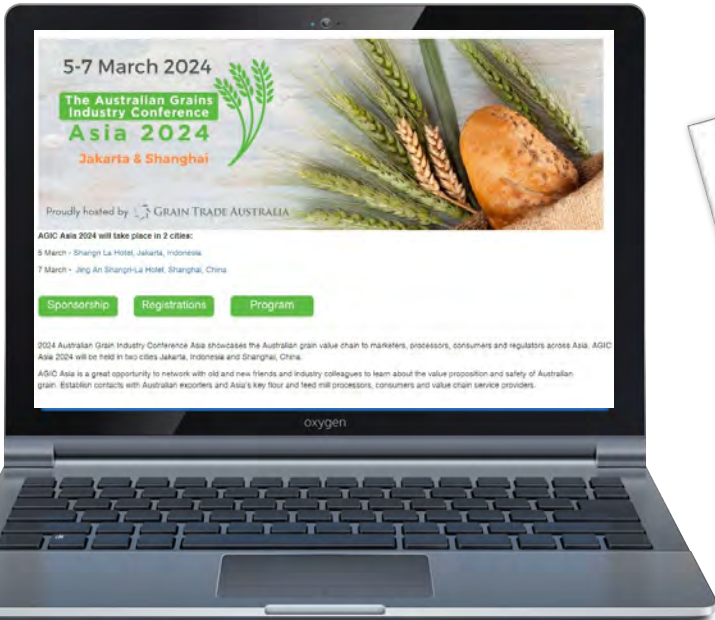
# ENGAGEMENT



The Australian Grains Industry Conference  
Asia 2024

# WEBSITE

# PROGRAM



Translated to 2 languages

Promoted via WeChat & email

# CONFERENCE APP



Log Out



Your QR Code



Agenda



Privacy & Settings



My Photo



Event Notes



Resource Gallery



Attendees



Meeting Hub



Alerts



Conference information



Sponsors

over 60%  
delegates used the app

- Unique QR code to use as an entry ticket
- Conference Program
- Access to presentation slides
- List of Attendees (all delegates and speakers)
- Conference & Sponsor information
- Meeting Hub & connection with other delegates and speakers



# ROUNDTABLES



As part of AGIC Asia, GTA also led Australian industry delegations in Round -Table sessions involving local Government agencies and the trade, to strengthen industry relationships and support the development of mutual trading interests.

AGIC Asia 2024 continued the tradition of GTA leading Australian industry delegates in Round-Table sessions involving local Government agencies and industry, to strengthen relationships and support the development of mutual trading interests. Roundtables continue to increase understanding and create opportunities for trade facilitation, improved market access resulting better outcomes for both Asian and Australian industries, at both a commercial and technical level.

In 2024 AGIC Roundtable sessions were held in Jakarta and Shanghai and are supported by the local Australian Government staff.



# FEEDBACK

*“Thank you for a market information, it is very useful for us”*

*“Will definitely come back next time”*

*“Very well organised event”*

*“Thank you for bringing AGIC Asia to China”*

*“Brought industry “together”*

## AGIC Asia Sponsors



We sincerely thank our valued AGIC Asia 2024 Sponsors for their continuous support