

**The Australian Grains  
Industry Conference**

**Asia 2025**



# AGIC ASIA 2025 CONFERENCE REPORT





# 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 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 of 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 & International 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

Thailand, Bangkok  
China, Shanghai

567

DELEGATES

The Australian Grains  
Industry Conference  
Asia 2025



## "Shaping the future through Quality, Insight, Confidence"

The Australian grain industry gathered in Asia this week to connect with customers at **AGIC Asia 2025**. Conferences were held in Bangkok, Thailand, on 4 March and Shanghai, China, on 6 March.

**AGIC Asia 2025** received strong support from local industry executives, government agencies, and Australian growers and exporters, bringing together over 500 attendees across both events. The events were formally opened by the Australian Ambassador to Thailand, Dr Angela Macdonald PSM, and the Australian Ambassador to China, H E Mr Scott Dewar, reflecting the importance of strong trade relationships between Australia and its key Asian markets.

**AGIC Asia 2025** presents a valuable opportunity for our industry to reconnect directly with customers, showcasing the enduring value of the Australian grain value chain. At the heart of this connection are the confidence and trust we've built over many years.

**AGIC Asia 2025** featured an impressive lineup of industry experts who shared valuable industry knowledge and insights with conference attendees. Andrew Goyder, Chair, Grain Trade Australia, shared, "We're pleased to showcase the Australian grain industry to the end users and trade counterparties of Australian grain. Strong business relationships are built on confidence and trust, and AGIC conferences play a vital role in fostering those connections."

The theme of **building relationships** continues with Australian industry leaders engaging in roundtable meetings with local government agencies, regulators, and industry counterparts. These meetings, organised by Grain Trade Australia, focus on strengthening strategic and consumer outcomes in destination markets.

Grain Trade Australia led these roundtable discussions, which are crucial for enhancing trade facilitation and improving market access on both commercial and technical levels, ultimately boosting confidence and understanding.

# DELEGATE BREAKDOWN

The Australian Grains  
Industry Conference  
**Asia 2025**



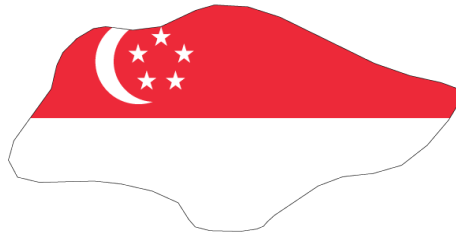
China  
54%



Thailand  
22%



Australia  
14%



Singapore  
5%

Other  
5%

Includes Europe, Canada, Korea, Ukraine, Other Asia

# CONTENT

23

PRESENTERS

SIMULTANEOUS  
TRANSLATIONS

DOWNLOADABLE  
TRANSLATED  
SLIDES

AGIC Asia 2025 attracted international and Australian keynote speakers and presenters, including the Australian Ambassador to Thailand and the Australian Ambassador to China.

The Australian Grains  
Industry Conference  
Asia 2025



Bob Swick Chinese ☆  
Bob Swick  
Technical Plenary 1 & AEGIC Introduction (Shanghai)  
Mar 6 5:10pm - 5:30pm



Bob Swick English ☆  
Bob Swick  
Technical Plenary 1 & AEGIC Introduction (Shanghai)  
Mar 6 5:10pm - 5:30pm



Chen Duan ☆  
Chen Duan  
China Market Update  
Mar 6 2:15pm - 3:00pm



Chooi Sun Leong English ☆  
Chooi Sun Leong  
Australian Crop Quality (Bangkok)  
Mar 4 4:00pm - 5:10pm



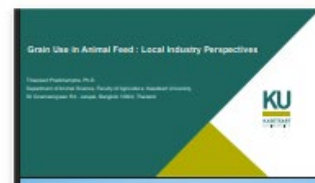
Chooi Sun Leong Thai ☆  
Chooi Sun Leong  
Australian Crop Quality (Bangkok)  
Mar 4 4:00pm - 5:10pm



David Cui Chinese ☆  
David Cui  
Australian Crop Quality (Shanghai)  
Mar 6 4:00pm - 5:10pm



David Cui English ☆  
David Cui  
Australian Crop Quality (Shanghai)  
Mar 6 4:00pm - 5:10pm



Dr Theerawit English ☆  
Theerawit Poekhampha  
Local Industry Perspectives  
Mar 4 2:15pm - 3:00pm



Drew Robertson Chinese ☆  
Drew Robertson  
Australian Crop Quality (Shanghai)  
Mar 6 4:00pm - 5:10pm



Drew Robertson English ☆  
Drew Robertson  
Australian Crop Quality (Shanghai)  
Mar 6 4:00pm - 5:10pm



Julie O'Dea Chinese ☆  
Julie O'Dea  
Australian Crop Quality (Shanghai)  
Mar 6 4:00pm - 5:10pm



Julie O'Dea English ☆  
Julie O'Dea  
Australian Crop Quality (Bangkok)  
Mar 4 4:00pm - 5:10pm

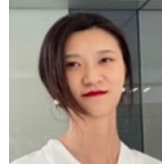
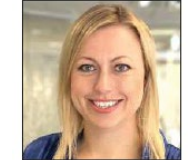




# CONTENT

## AUSTRALIAN GOVERNMENT SUPPORT

## LOCAL AUSTRALIA SUPPORT

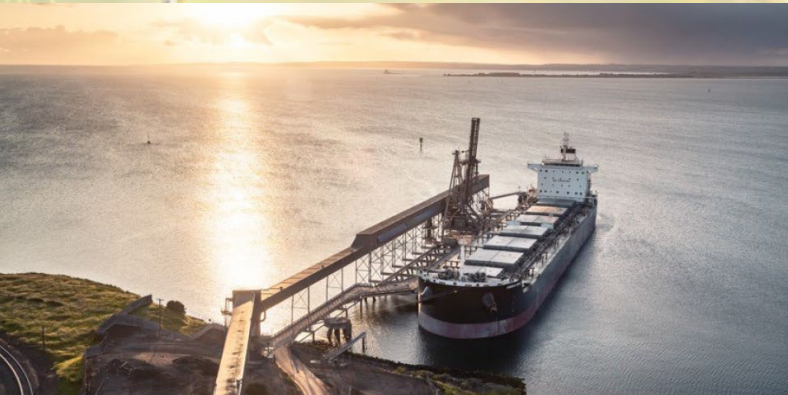


Australian Government

*“Australian Crop Quality updates help buyers from Asia, boosting buyer’s confidence and understanding”*

## CBH Grain Crop Update

Chooi Sun Leong  
Lead – Grain Quality



## Australian East Coast

Michael Jester



March 2025

## South Australian crop 2024/25

Julie O'Dea

March 2024

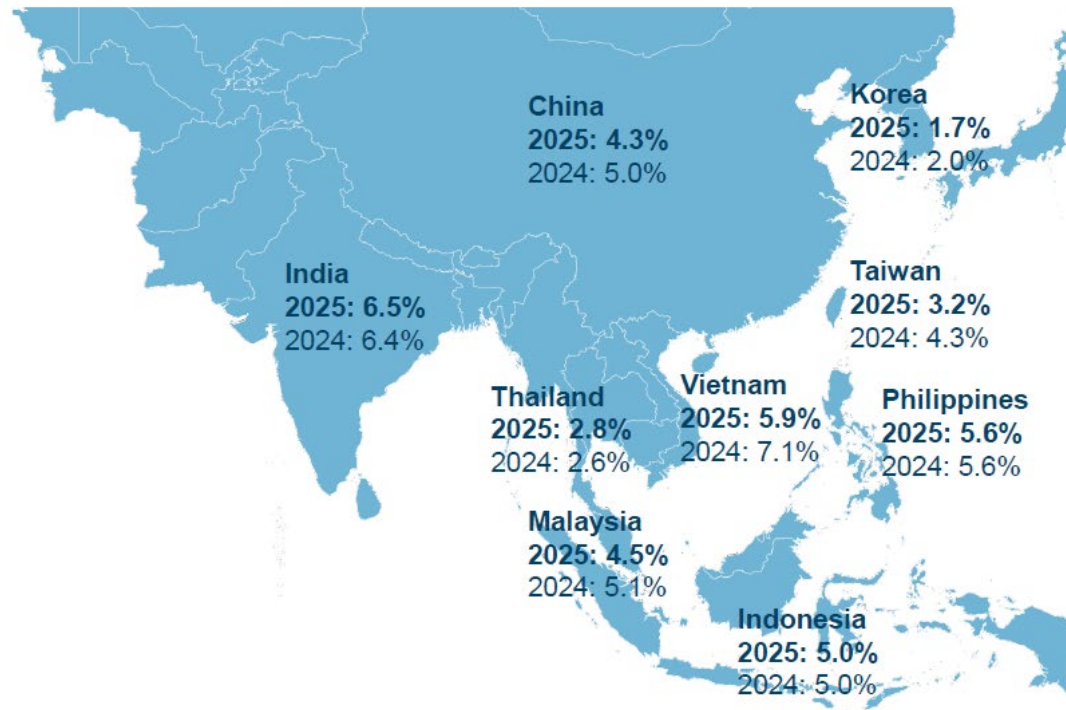
VITERRA THE AGRICULTURE NETWORK



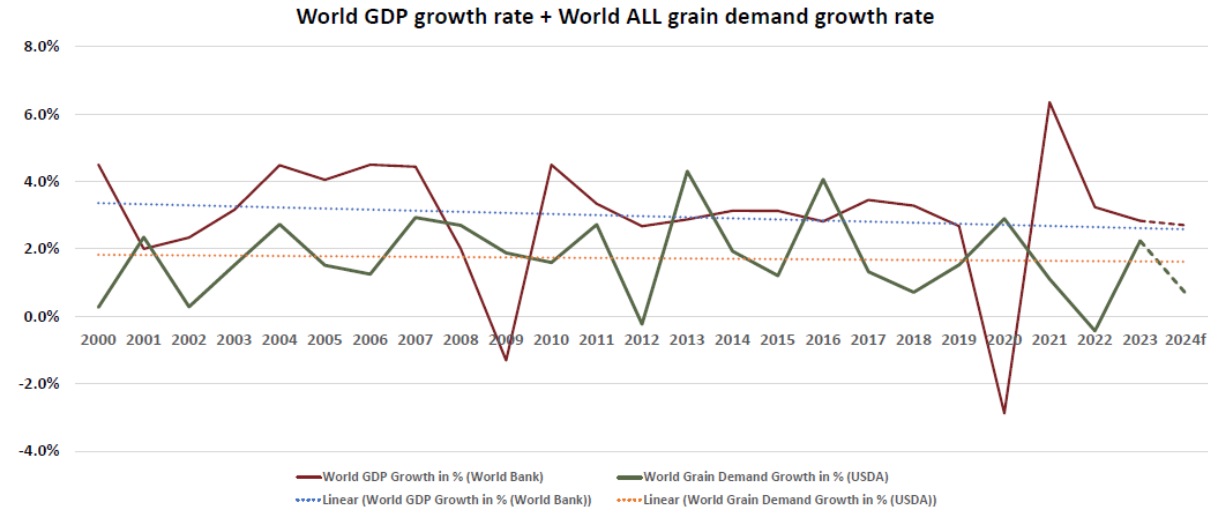


# Australian & International Economic outlook

## Emerging Asia GDP growth forecast

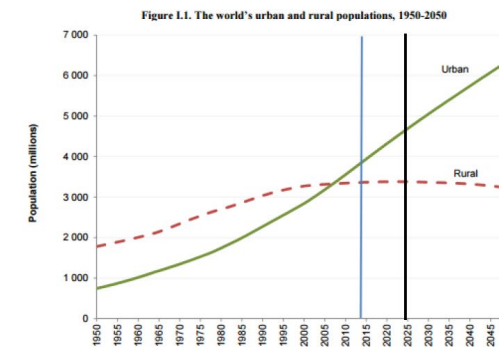


## Is global grain demand really falling?



IKON COMMODITIES

## Global urbanization is expected to continue





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





# ENGAGEMENT

- Live Q&As
- Expert Panels
- Networking functions
- Email campaigns
- Social Media posts
- Media releases
- Conference app
- Roundtables
- WeChat
- WhatsApp



Contact us on WeChat





# ENGAGEMENT

## International Women's Day 2025





# ENGAGEMENT





# Email Campaigns

# Social Media

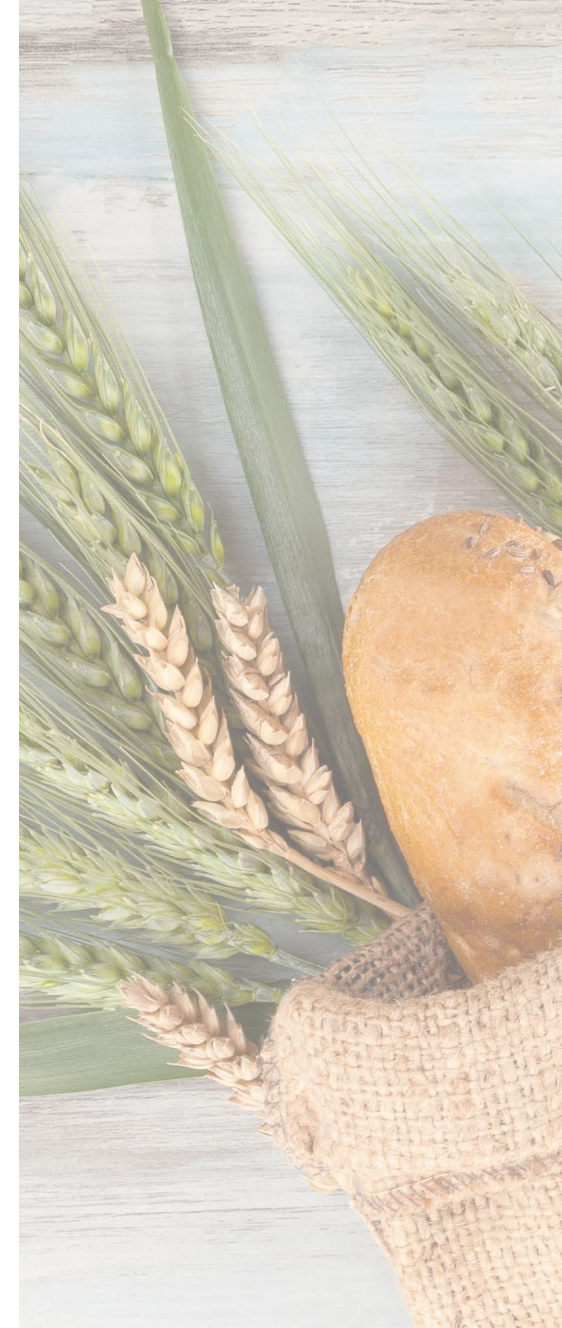


8 Email Campaigns opened  
12,515 times

106 social posts across LinkedIn,  
Facebook & X platforms



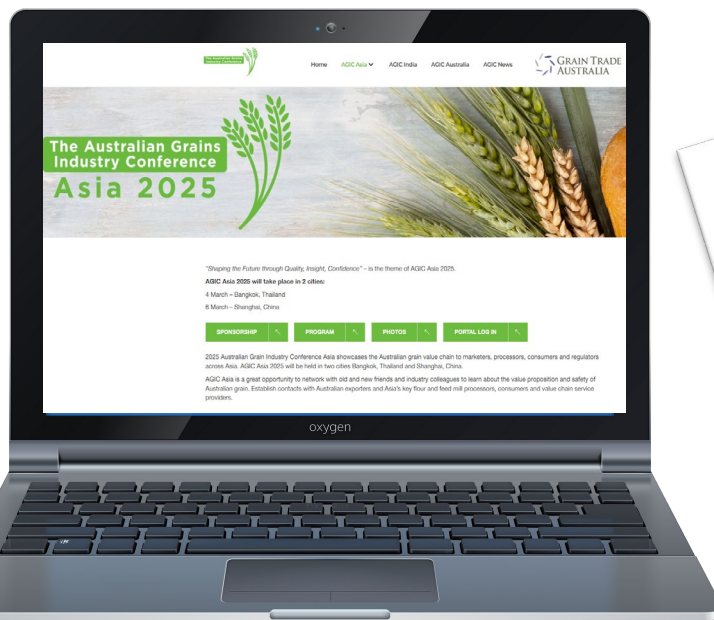
LinkedIn: impressions =  
17,611 engagement = 1,333





# WEBSITE

# PROGRAM



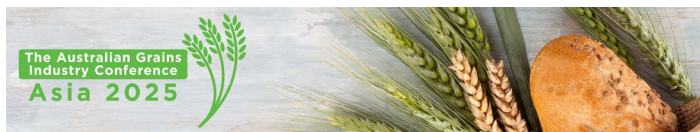
Translated to 2 languages

Promoted via WeChat & email, Social media





# CONFERENCE APP



Log Out



Your QR  
Code



Agenda



Privacy &  
Settings



My Photo



Event  
Notes



Resource  
Gallery



Attendees



Meeting  
Hub



Alerts



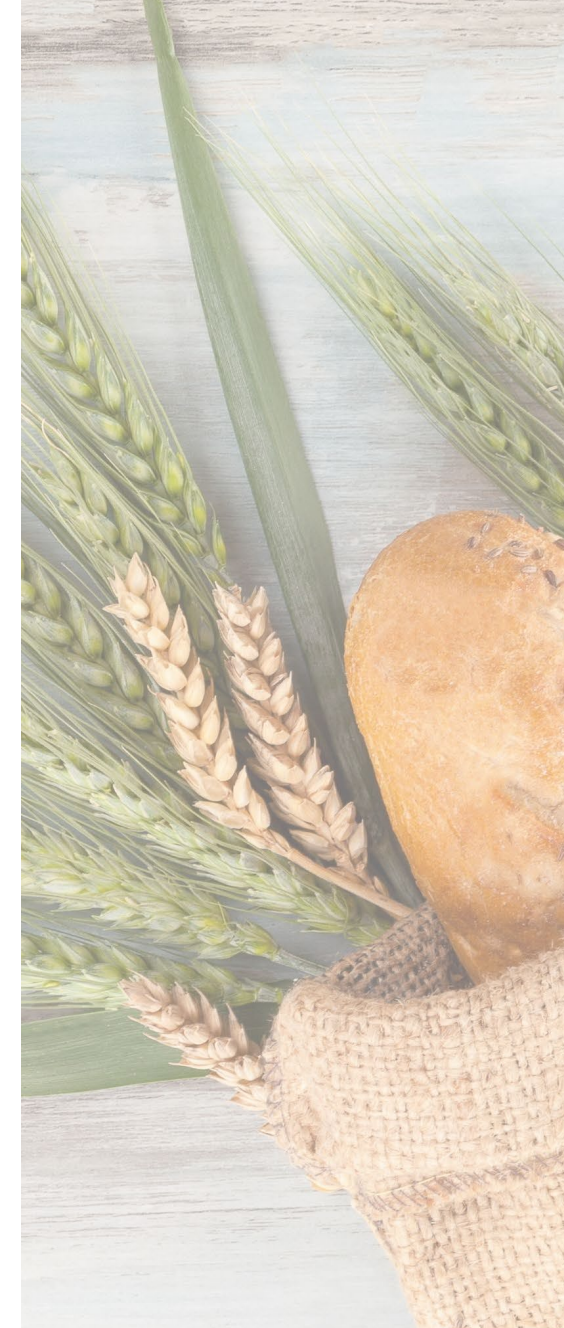
Conference  
information



Sponsors

Conference delegates and sponsors  
found the AGIC Asia 2025 app useful

- 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 Roundtable sessions involving local Government agencies and the trade, to strengthen industry relationships and support the development of mutual trading interests.

AGIC Asia 2025 continued the tradition of GTA leading Australian industry delegates in Roundtable 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, and improved market access resulting in better outcomes for both Asian and Australian industries, at a commercial and technical level.

In 2025 AGIC Roundtable sessions were held in Beijing and were supported by the local Australian Government staff.





# FEEDBACK

*"Please continue AGIC Asia as market information is very useful to the local buyers"*

*"My first AGIC Asia and it is very impressive"*

*"Very well organised event"*

*"Thank you for bringing AGIC Asia to China again"*

*"Brought industry together"*

## AGIC Asia Sponsors



When you need to be sure

We sincerely thank our valued AGIC Asia 2025 Sponsors for their continuous support