

The Australian Grains
Industry Conference

Asia 2022

Live



AGIC ASIA 2022 CONFERENCE REPORT



SNAPSHOT

27
COUNTRIES

520+
DELEGATES

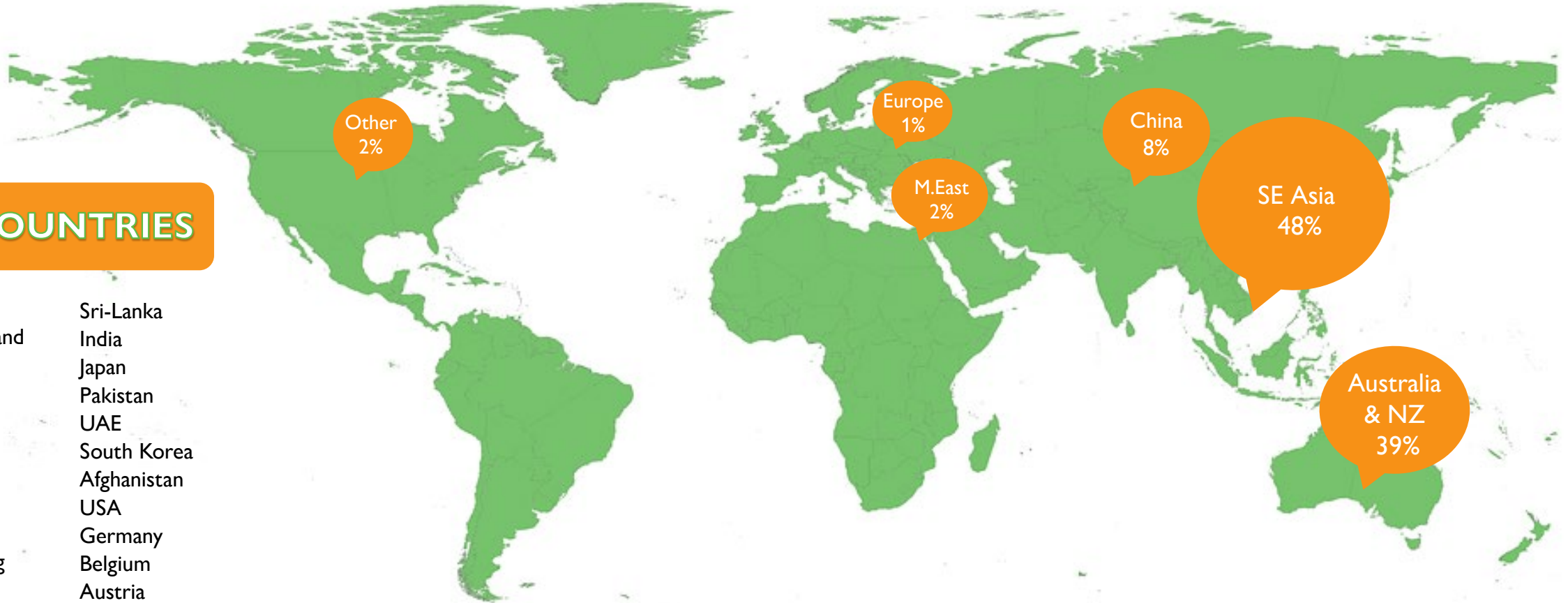
3
LANGUAGES



"Knowledge & Information creates the Edge"

- Following last year's success, this year's event was hosted entirely online. AGIC Asia 2022 was officially opened by the Hon. Dan Tehan MP Minister for Trade, Tourism & Investment. In his opening remarks Mr Tehan recognised the deep relationship the Australian grain industry has with its customers built over decades of mutually beneficial trade. He commented this is supported by Government trade policies and activities with the objective to build and enhance mutually beneficial trade.
- Mr Andrew Goyder, Chair of host organisation Grain Trade Australia (GTA) said "Australian grains and its supporting food safety and quality assurance systems continue to support the demand from Asia. AGIC ASIA is an important part of providing the information and the confidence that our customers require prior to securing their requirements. That confidence is enhanced through our theme for today which is *"Knowledge and Information creates the Edge"*.
- Highlighting the conference theme *"Knowledge and Information creates the Edge"* Mr Goyder noted "The knowledge provided through AGIC Asia ensures the confidence of processors and consumers of Australian grain, enabling them to approach their customers with increased confidence". "This means improving confidence in our supply chain will increase demand for our grain".
- AGIC Asia 2021 delegates heard from a series of Australian and Asian experts and included a detailed look at Australian market drivers, production, its quality assurance framework and the supporting supply chain networks that link Australian grain with the Asian market.
- Delegates also learnt of the impacts the current supply chain problems and delays, combined with the Ukraine crisis is having on the supply chains of all countries and consumers inventory planning and procurement. Delegates heard "gone are the days of hand to mouth buying and consumers need to consider mid to long term planning to ensure access and continuity to supply".
- As part of AGIC Asia 2022, members from key grain industry organisations were able to participate in virtual networking tables providing an opportunity to meet other delegates and to network with AGIC Asia presenters and organisers.

STRONG INTERNATIONAL PRESENCE



27 COUNTRIES

- Australia
- New Zealand
- Indonesia
- Vietnam
- Philippines
- China
- Malaysia
- Singapore
- Myanmar
- Hong Kong
- Taiwan
- Thailand
- Egypt
- Ukraine
- Sri-Lanka
- India
- Japan
- Pakistan
- UAE
- South Korea
- Afghanistan
- USA
- Germany
- Belgium
- Austria
- Spain
- Cambodia

CONTENT

12
PRESENTERS

276
SLIDE GALLERY
VISITS

DOWNLOADABLE
SLIDES

AGIC Asia Live 2022 attracted international and Australian keynote speakers and presenters, including Hon Dan Tehan, MP – Minister for Trade, Tourism & Investment



Ben Tiller Presentation Slides ☆
Benjamin Tiller
Australian Crop Quality Update - English
Mar 2 1:32pm - 2:15pm



HFW Commodity Bulletin ☆
Stephen Thompson
Session 1 - Opening / Welcome
Mar 2 12:00pm - 12:34pm



HFW Sustainability ☆
Stephen Thompson
Session 1 - Opening / Welcome
Mar 2 12:00pm - 12:34pm



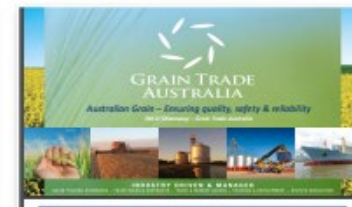
Ken Quail Presentation Slides ☆
Ken Quail
Maximising Value of Australian Grain - English
Mar 2 2:50pm - 4:00pm



Khoon Goh Presentation Slides ☆
Khoon Goh
Global and Australian S&D/Consumer Drivers - English
Mar 2 12:35pm - 1:17pm



Michael Jester Presentation Slides ☆
Michael Jester
Australian Crop Quality Update - English
Mar 2 1:32pm - 2:15pm



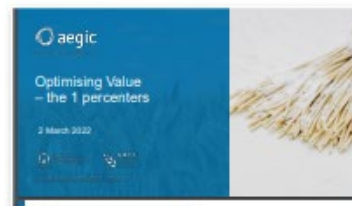
Pat O'Shannassy Presentation Slides ☆
Pat O'Shannassy
Session 1 - Opening / Welcome
Mar 2 12:00pm - 12:34pm



Richard Perkins Presentation Slides ☆
Richard Perkins
Global and Australian S&D/Consumer Drivers - English
Mar 2 12:35pm - 1:17pm



Richard Perkins Updated Slides ☆
Richard Perkins
Global and Australian S&D/Consumer Drivers - English
Mar 2 12:35pm - 1:17pm



Richard Simonaitis Presentation Slides ☆
Richard Simonaitis
Maximising Value of Australian Grain - English



Simon Gellert Presentation Slides ☆
Simon Gellert
Australian Crop Quality Update - English
Mar 2 1:32pm - 2:15pm



Steven Little Presentation Slides ☆
Steven Little
Maximising Value of Australian Grain - English
Mar 2 2:50pm - 4:00pm

CONTENT

PRESENTATIONS IN 3 LANGUAGES

LIVE TRANSLATIONS

Speakers



Stephen Thompson - Partner,
HFW Conference MC

Andrew Goyder, Chair - GTA



The Hon Dan Tehan MP - Minister
for Trade, Tourism and Investment

Pat O'Shannassy, CEO - GTA



Khoon Goh
Head of Research - Asia, ANZ

Richard Perkins, GM
Market Check



The Australian Grains
Industry Conference
Asia 2022



Ben Tiller, Head of Trading,
CBH Group



Simon Gellert, Grains Trading
Manager, Viterra



Michael Jester Trading Director
(Asia) - Graincorp



Dr Steve Little, Consultant to
AEGIC



Richard Simonaitis, CEO
AEGIC



Dr Ken Quail, GM - Research &
Technical Services AEGIC

“Thank you for providing Australian Crop Quality updates, they help a lot as buyers from Asia”

Australian Crop Quality Update was the most viewed session of AGIC Asia 2022

GrainCorp Grains

East Coast Australian Crop and Market Conditions

GrainCorp
100 YEARS OF GROWTH

Michael Jester Asian Trading Director, Graincorp East Coast Quality & Outlook

CBH Group

AGIC Asia 2022

Western Australia 2021/22 Crop Quality Update and Outlook

2 March 2022

Ben Tiller Head of Trading, CBH Grain WA Quality & Outlook

CBH GROUP

VITERRA THE AGRICULTURE NETWORK

South Australian supply chain and crop quality

Simon Gellert

Simon Gellert Grains Trading Manager, Viterra SA Quality & Outlook



Stephen Thompson

Stephen Thompson, Partner HFW

Global Impacts on Australia



Wheat

- Demand outstripping supply
- Exporter stocks driving prices



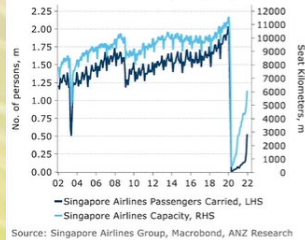
Richard Perkins, General Manager, Market Check: What's driving the Aussie market

AGIC - Asia 2022 Market Check ©

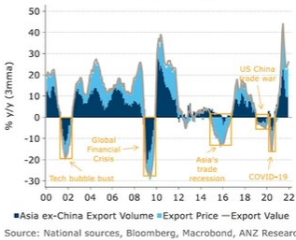


REOPENING OF BORDERS A WELCOME MOVE

International travel has started to recover, but still a long way to go



Goods exports have been a major growth driver but is set to slow



Source: Singapore Airlines Group, Macrobond, ANZ Research

Khoon Goh, Head of Research - Asia, ANZ: Asian demand drivers, COVID supply Chains/Freight



aegic
Australian Export Grains Innovation Centre

Optimising Value
– the 1 percenters

2 March 2022

Department of Primary Industries and Regional Development | GRDC

ATOC is an initiative of the Western Australian State Government and Australia's Grains Research and Development Corporation

Richard Simonaitis, CEO, AEGIC: Optimising Value – the 1 percenters



ENGAGEMENT

Networking tables were introduced for the first time at AGIC Asia Virtual Conference. Delegates had a choice of joining any of the 3 (or all 3) networking groups:

- Australian Crop Quality Discussion Group
 - AEGIC Discussion Group
 - GTA Discussion Group

“ Overall very well organised. Slides are available for receivers to download and can watch replay session “

“ I missed some of the sessions but will go back and watch. This option is fantastic “

“ Great virtual conference - thank you “

“ Good job! Your conference is a very big help to the industry we are engaged in “



Grain Trade Aust
@GrainTradeAus

twitter

6,548
Impressions

30
Tweets

2,086
Profile visits

3,954
Followers



AGIC Asia 2022 Conference Program

Click on each session as it becomes available. Program PDF can be downloaded on AGIC Asia website: <https://www.ausgrainsconf.com/asia>

MAR 2

12:00pm



Session 1 - Opening / Welcome ☆
12:00pm - 12:34pm

HFV

View



Session 2 - Global and Australian S&D / Consumer Drivers
12:35pm - 1:17pm

Global and Australian S&D/Consumer Drivers - Bahasa Indonesia ☆

View

Global and Australian S&D/Consumer Drivers - English ☆

View

Global and Australian S&D/Consumer Drivers - Mandarin ☆

View

1:00pm



Networking Break 1 - (15 Min) ☆
1:17pm - 1:32pm



Session 3 - Australian Crop Quality Update
1:32pm - 2:15pm

Australian Crop Quality Update - Bahasa Indonesia ☆

View

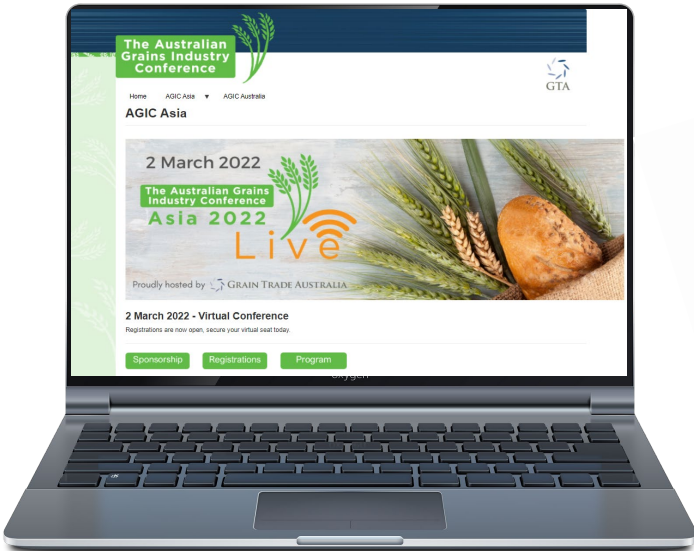
Australian Crop Quality Update - English ☆

View

Australian Crop Quality Update - Mandarin ☆

View

WEBSITE



PROGRAM

The Australian Grains Industry Conference Asia 2022 Live
2 March 2022

This year AGIC Asia - now an integral part of the global calendar - returns as Virtual Live

UPDATES ON CROP QUALITY | TRADE POLICY
 QUALITY PROCESS IN SUPPLY CHAIN | MARKET
 VALUE OF AUSTRALIAN GRAIN

ausgrainsconf.com/asia

ENTRY TICKET - FREE
 (Registration is required prior to 2 March 2022)

Proudly hosted by

AGIC Asia Live 2022 –Program
“Knowledge & Information creates the Edge”

Date: 2 March 2022
 Please note all times are AEDT (Sydney time) and subject to change
 Venue: online (Program subject to change without notice)

11.45pm Registration and Login

12:00pm Session 1
 MC: Stephen Thompson, Partner HFW
 Opening/welcome presentations
 • Industry Welcome - Andrew Goyder, Chair, Grain Trade Australia
 • Australian Government Welcome – The Hon Dan Tehan MP – Minister for Trade, Tourism & Investment
 Keynote: Extracting Value & Managing Supply Chain
 • Pat O’Shannassy, CEO, Grain Trade Australia

12:35pm Session 2
 Keynote: Global impacts and Australian Supply and Demand
 • Richard Perkins, General Manager, Market Check – What’s driving the Aussie market
 Keynote: Consumer Drivers
 • Khoon Goh, Head of Research- Asia, ANZ – Asian demand drivers, COVID supply Chains/Freight

1.15 pm Networking break (15 min)

1.30pm Session 3
 Plenary: Australian crop quality
 2021/22 Australian crop quality
 • Ben Tiller, Head of Trading, CBH Grain – WA Quality & Outlook
 • Michael Jester, Asian Trading Director, Graincorp – East Coast Quality & Outlook

2.15pm Session 4
 Live Panel discussion (panel facilitator Richard Perkins) – Practical issues in sourcing and exporting Australian grain

2.35pm Session 5
 Networking break (15 min)
 Plenary: Maximising value of Australian grain – knowledge to extract stronger returns
 AEGIC
 • Steven Little, Technical Consultant, AEGIC, Utilising Australian Feed grains
 • Richard Simonaitis, CEO, AEGIC, Optimising Value – the 1 percenters
 • Ken Quail, GM - Research & Technical Services AEGIC, Soft wheat food applications

4.05pm Session 6
 Live Panel discussion - Maximising value of Australian grain (Facilitated by Richard Simonaitis, CEO, AEGIC)

4.30 pm Session 7
 Plenary: Taking it Home – “What did you learn today?”
 Live Panel Discussion looking at key “take home” points, perspectives from the day’s sessions
 (Pat O’Shannassy, CEO Grain Trade Australia; Stephen Thompson, Partner HFW; Richard Simonaitis, CEO, AEGIC; Richard Perkins, General Manager Market Check)

4.50pm Closing comments & invitation to attend Networking Tables –Andrew Goyder, Chair – Grain Trade Australia

5.30 pm Close
 AGIC Networking Tables (Join our presenters and fellow delegates at the networking tables)

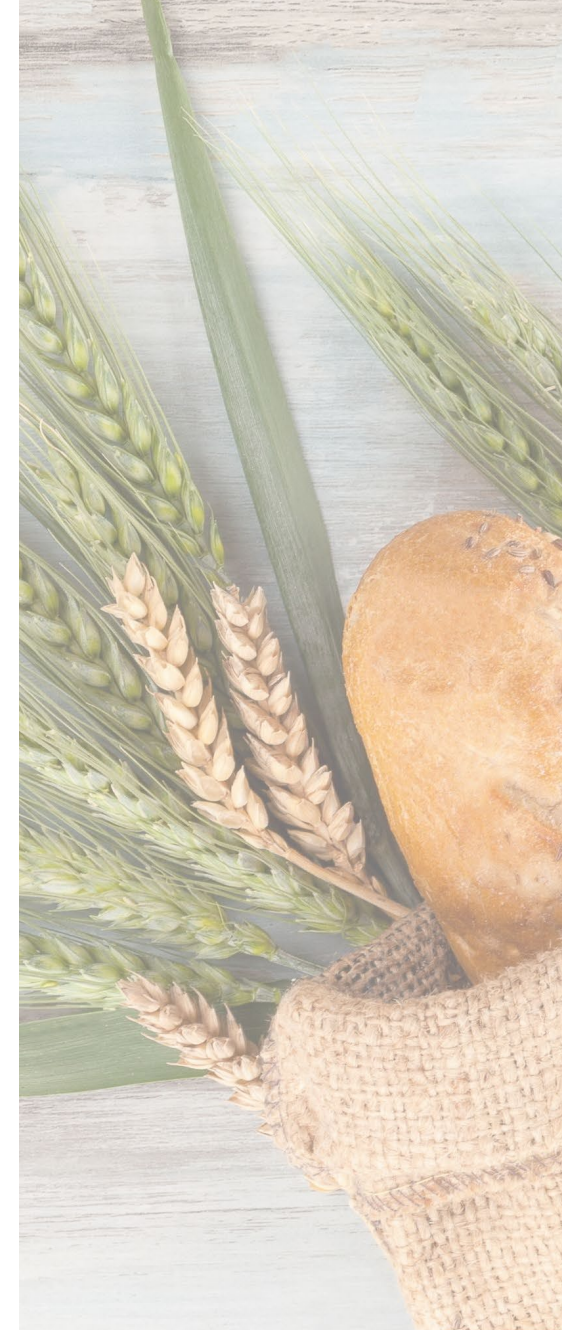
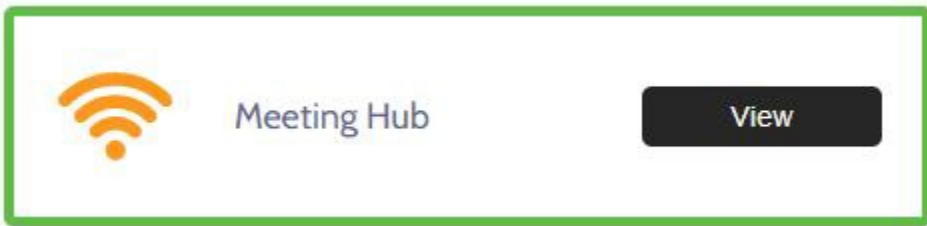
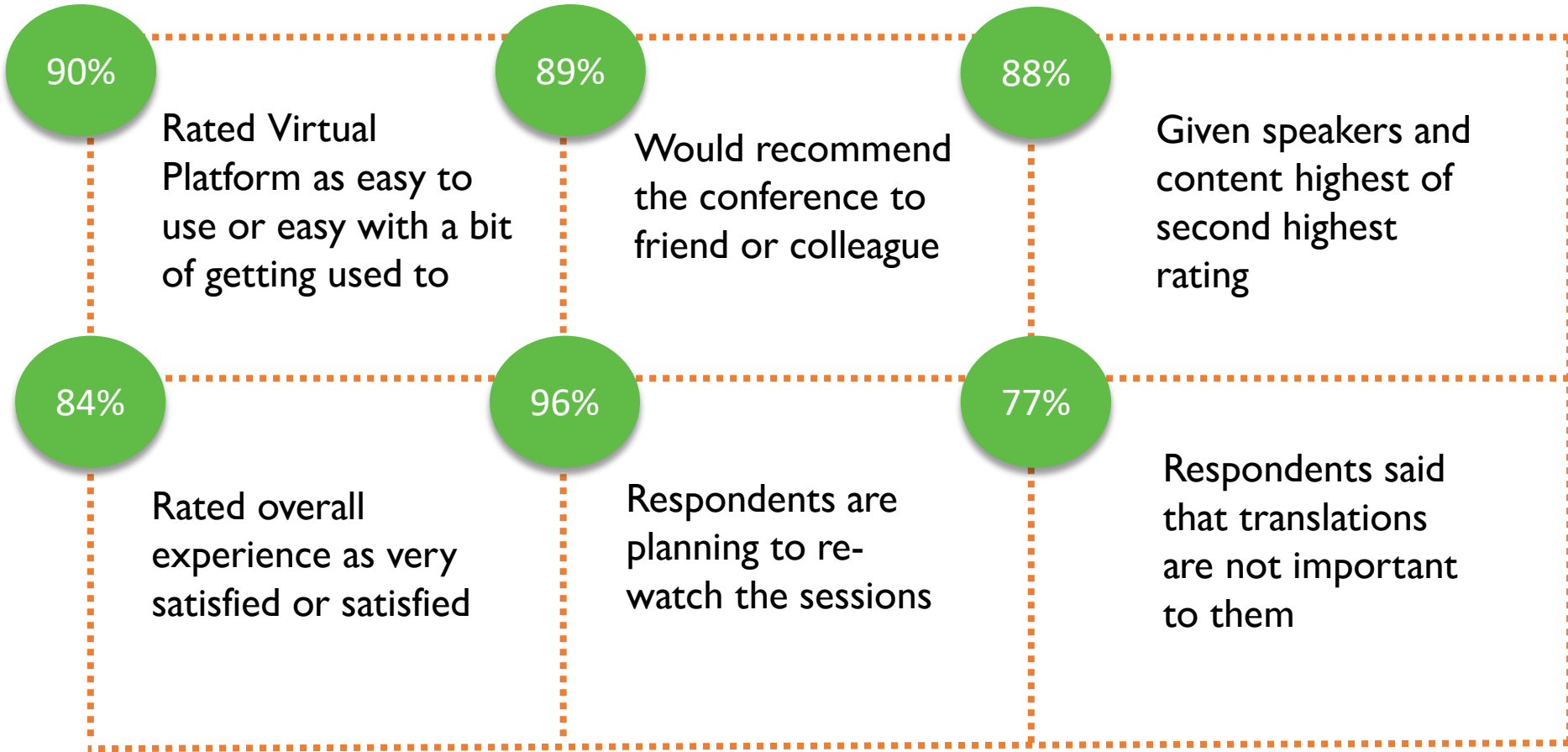


COMMUNICATIONS

8,682

Email marketing campaign views

2 Press-Releases



SESSION STATISTICS *

*As of 18 March 2022



AGIC ASIA Conference Portal visited 1,021 times

Session No.	Session Title	Watched
Session 1	Welcome Comments/Extracting Value & Managing Supply Chain	222
Session 2	Global & Australian S&Ds, Consumer Drivers	365
Session 3	Australian Crop Quality Update	497
Session 4	Live Q&A – Practical issues in exporting Aus Grain	208
Session 5	Maximising Value of Australian Grain	326
Session 6	Live Q&A – Maximising value of Aus Grain	108
Session 7	Live Panel Discussion / Closing Comments	95
Session 8	Networking tables (visited)	70

SPONSORS

“I downloaded the presentation files and plan to use going forward. That was helpful”

“Thank you for the useful conference”

“I was honoured to present in AGIC Asia 2022 and it is a pity that we can't do it in person yet”

“The event went great from our (sponsor) perspective “

“Richard Perkins did a great job of hosting the Australian crop quality session and asked great questions of the panel.”

“Brought industry “together”



AGIC Asia Partners



AGIC Asia Supporters



We sincerely thank our valued AGIC Asia 2022 Sponsors for their continuous support