

**The Australian Grains
Industry Conference**

Asia 2026



**AGIC ASIA 2026
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 GTA's 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 GTA 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 including the Code of Practice driving QA in the Australian grain supply chain
 - Australian Grain industry ESG Credentials.

SNAPSHOT

2

COUNTRIES

China, Shanghai
Vietnam, HCMC

572

DELEGATES

The Australian Grains
Industry Conference
Asia 2026



"Quality builds confidence, partnerships shape the future"

The Australian grain industry gathered in Asia to connect with customers at **AGIC Asia 2026**. Conferences were held in Shanghai, China, on the 10th of March and Ho Chi Minh City, on the 12th of March 2026.

AGIC Asia 2026 received strong support from local industry executives, government agencies, and Australian growers and exporters, bringing together over 550 attendees across both events. The events were formally opened by the Australian Ambassador to China, H E Mr Scott Dewar, and Emma McDonald, Senior Trade and Investment Commissioner for Vietnam and Cambodia, reflecting the importance of strong trade relationships between Australia and its key Asian markets.

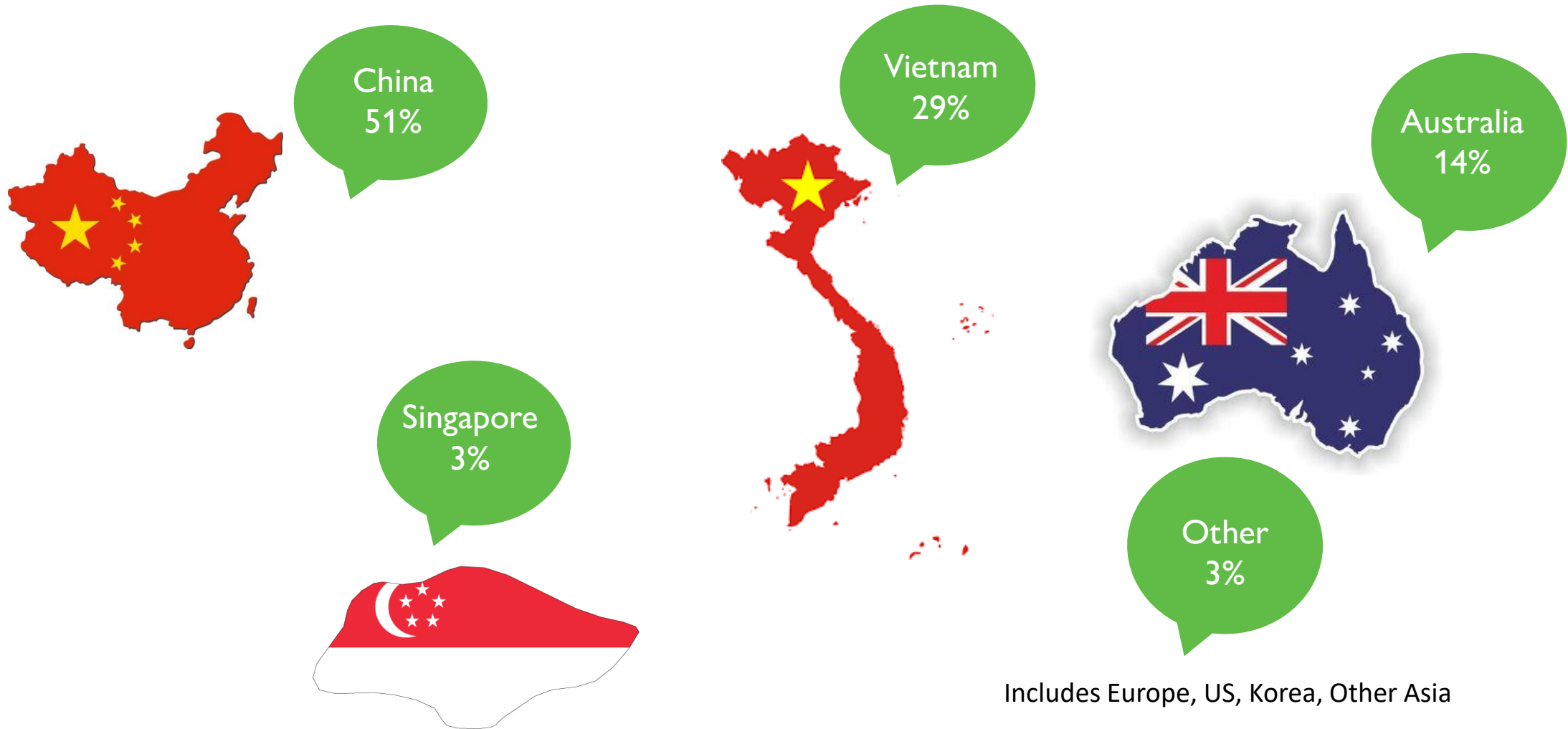
AGIC Asia 2026 presented a valuable opportunity for our industry to reconnect directly with customers, showcasing the enduring value of the Australian grain value chain. At the heart of this connection is the confidence and trust we've built over many years.

AGIC Asia 2026 featured an impressive lineup of industry experts who shared valuable industry knowledge and insights with conference attendees. Ole Houe, Chair, Grain Trade Australia, shared: "AGIC Asia allows us to bring the Australian grain industry directly to end users and trade counterparties, Ongoing engagement and technical understanding are essential to maintaining alignment across the supply chain and supporting long-term commercial relationships."

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



CONTENT

23

PRESENTERS

SIMULTANEOUS
TRANSLATIONS

DOWNLOADABLE
TRANSLATED
SLIDES

AGIC Asia 2026 attracted international and Australian keynote speakers and presenters, including the Australian Ambassador to China.



Andrew Vroland - Chinese version ☆

Andrew Vroland
Australian Crop Quality (Shanghai)
Mar 10 1:00pm - 2:05pm



Andrew Vroland - English version ☆

Andrew Vroland
Australian Crop Quality (Shanghai)
Mar 10 1:00pm - 2:05pm



Casey York - Chinese version ☆

Casey York
Australian Crop Quality (Shanghai)
Mar 10 1:00pm - 2:05pm



Casey York - English version ☆

Casey York
Australian Crop Quality (Shanghai)
Mar 10 1:00pm - 2:05pm



Casey York - Vietnamese ☆

Casey York
Australian Crop Quality (HCMC)
Mar 12 1:00pm - 2:05pm



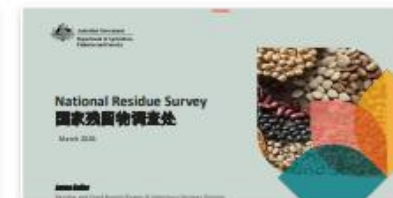
David Cui - English version ☆

David Cui
Australian Crop Quality (Shanghai)
Mar 10 1:00pm - 2:05pm



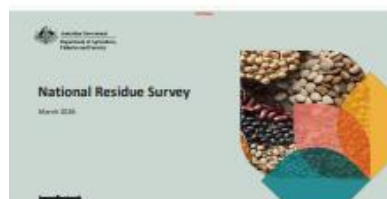
David Cui - Chinese version ☆

David Cui
Australian Crop Quality (Shanghai)
Mar 10 1:00pm - 2:05pm



Jenna Garwood - Chinese version ☆

Jenna Garwood
National Residue Survey
Mar 10 2:05pm - 2:20pm



Jenna Garwood - English version ☆

Jenna Garwood
National Residue Survey
Mar 10 2:05pm - 2:20pm



Jenna Garwood - Vietnamese ☆

Jenna Garwood
National Residue Survey (HCMC)
Mar 12 2:05pm - 2:20pm



Kristian Just - Chinese version ☆

Kristian Just
Grain testing (Shanghai)
Mar 10 3:45pm - 4:00pm



Kristian Just - English version ☆

Kristian Just
Grain testing (Shanghai)
Mar 10 3:45pm - 4:00pm

CONTENT

AUSTRALIAN GOVERNMENT SUPPORT

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Australian Government



Australian Government
AuTrade



The Australian Grains
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Asia 2026



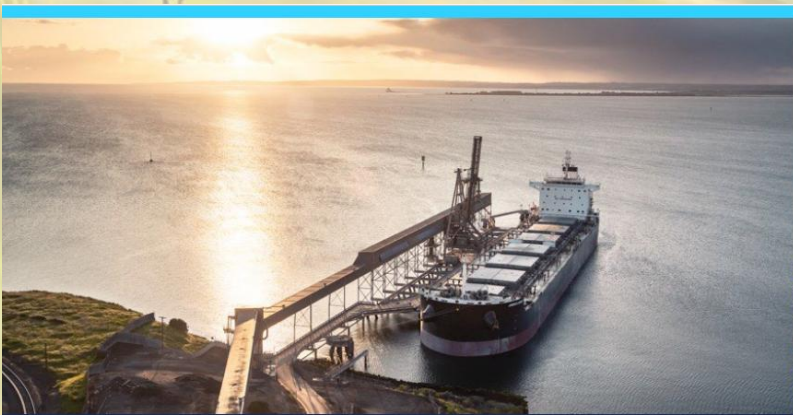
“Australian Crop Quality updates support Asian buyers by strengthening confidence and improving market understanding”

CBH | WA Crop Outlook

Out-turning a record harvest



AGIC Asia | March 2026



BUNGE

South Australian
crop 2025/26

March 2026



Australian East Coast

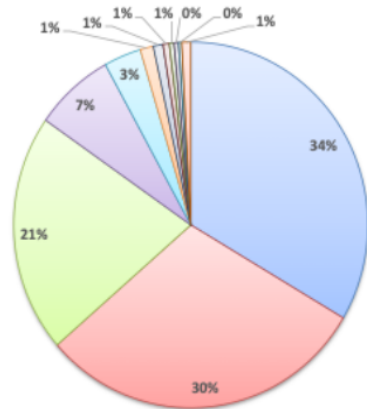


March 2026

Australian & International Economic outlook

VIETNAM FLOUR EXPORT IN 2025

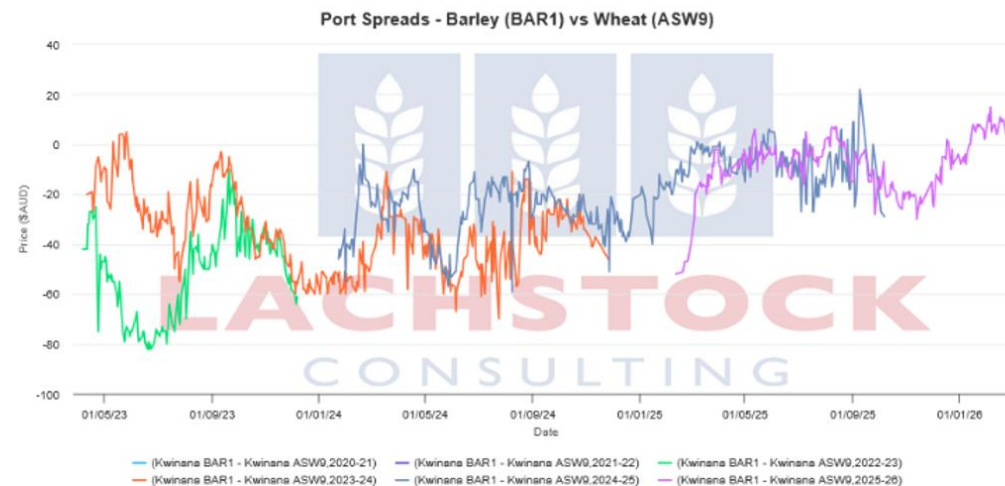
No.	IMPORT COUNTRY	TOTAL QTY (MTS)	SHARE
1	Cambodia	116,745	33.5%
2	Thailand	104,984	30.1%
3	Philippines	73,473	21.1%
4	HongKong	25,419	7.3%
5	Singapore	11,848	3.4%
6	Australia	4,184	1.2%
7	Indonesia	3,104	0.9%
8	Korea	2,000	0.6%
9	Malaysia	1,469	0.4%
10	Myanmar (Burma)	1,438	0.4%
11	Laos	1,021	0.3%
12	Others	2,843	0.8%
TOTAL 2025		348,528	



(Source: Customs data)

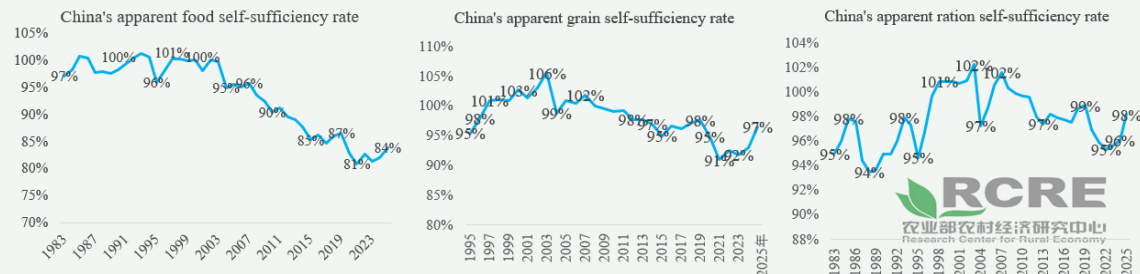
Wheat Markets

Domestic wheat values are now trading below barley – this is very unusual and reflects the independence of barley demand



Grain Supply and Demand in China Improves Significantly in Recent Years

- **China's food self-sufficiency rate has risen steadily in recent years.**
 - China's apparent food self-sufficiency rate rose from 80.9% in 2021 to 83.9% in 2025, up 3 percentage points in four years.
 - The apparent cereal self-sufficiency rate remained above 90%, rising from 91.0% in 2021 to 96.5% in 2025, up 5.5 percentage points in four years.
 - The apparent ration self-sufficiency rate stayed above 95%, increasing from 95.4% in 2022 to 98.2% in 2025, up 2.8 percentage points in three years.
 - In terms of production and demand, output exceeds demand; imports are mainly for variety adjustment, and the self-sufficiency rate exceeds 100%. China has achieved the goal of basic food self-sufficiency, ensuring "basic self-sufficiency in cereals and absolute security in rations".

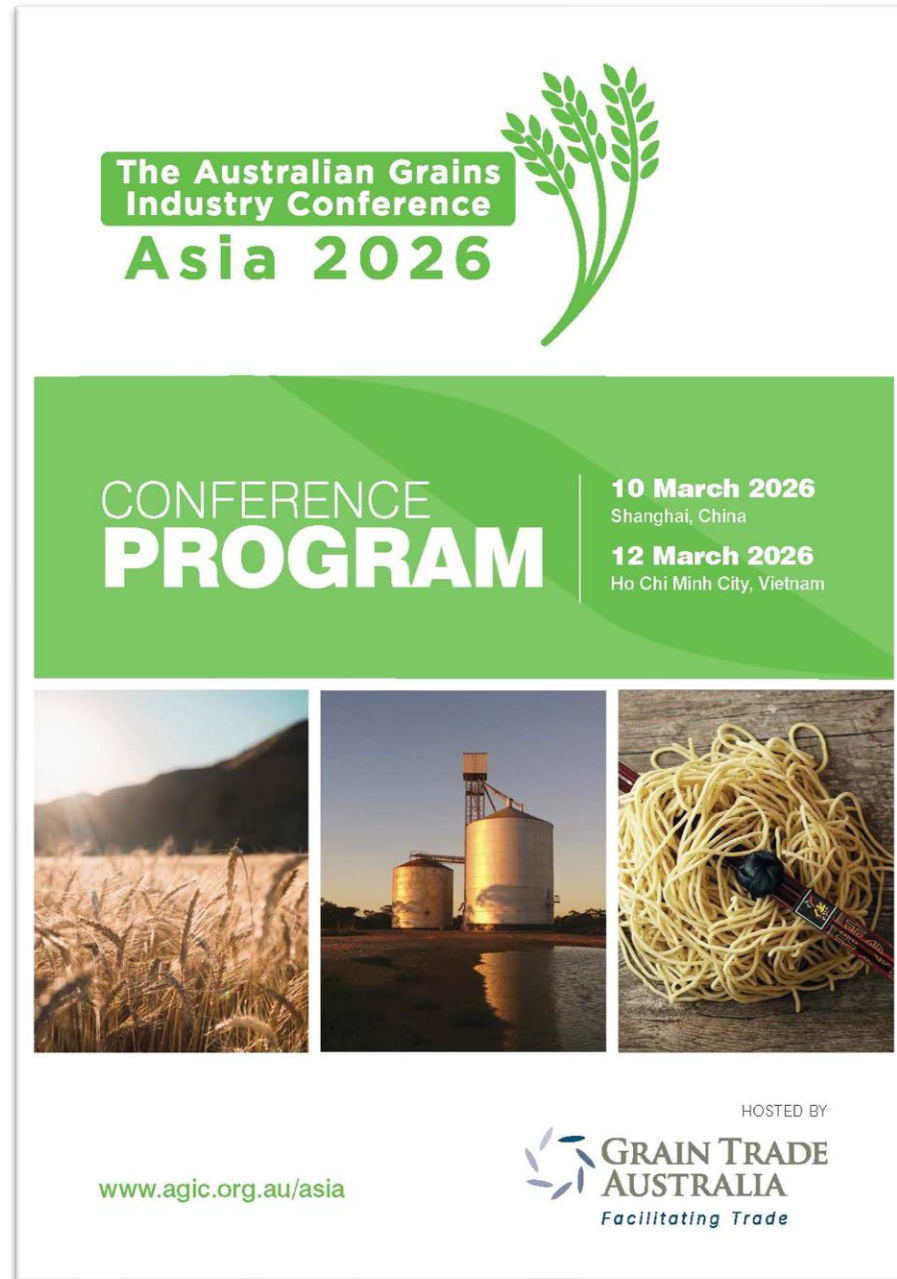


“Presentation content is invaluable”
Comment from the delegate



ENGAGEMENT

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



The Australian Grains Industry Conference
Asia 2026

CONFERENCE
PROGRAM

10 March 2026
Shanghai, China

12 March 2026
Ho Chi Minh City, Vietnam

www.agic.org.au/asia

HOSTED BY
GRAIN TRADE AUSTRALIA
Facilitating Trade

The flyer features a green and white color scheme. At the top, the title 'The Australian Grains Industry Conference Asia 2026' is displayed next to a wheat stalk icon. Below this, a green banner contains the 'CONFERENCE PROGRAM' text and the dates and locations for the two days of the conference. The bottom section of the flyer is divided into three panels: a field of golden wheat, two large white grain silos by a body of water, and a close-up of a bundle of yellow spaghetti. The website URL and the Grain Trade Australia logo are at the bottom.

Contact us on WeChat



This block contains a green rounded rectangle with the text 'Contact us on WeChat' at the top. Below the text are two white speech bubble icons on the left and a QR code on the right, which is used for scanning to access the WeChat contact information.



ENGAGEMENT

NETWORKING

FUNCTIONS



ENGAGEMENT



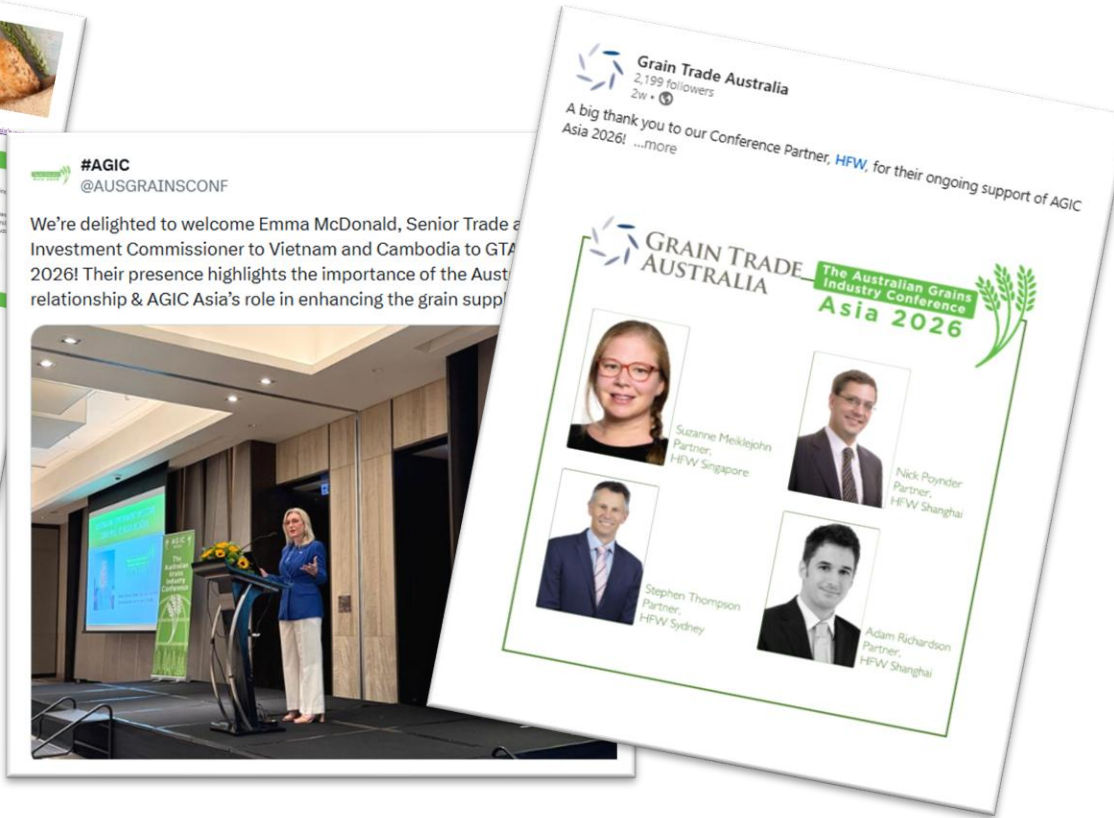
Email Campaigns

Social Media



6 Email Campaigns opened
9,147 times

190 social posts across LinkedIn,
Facebook & X platforms

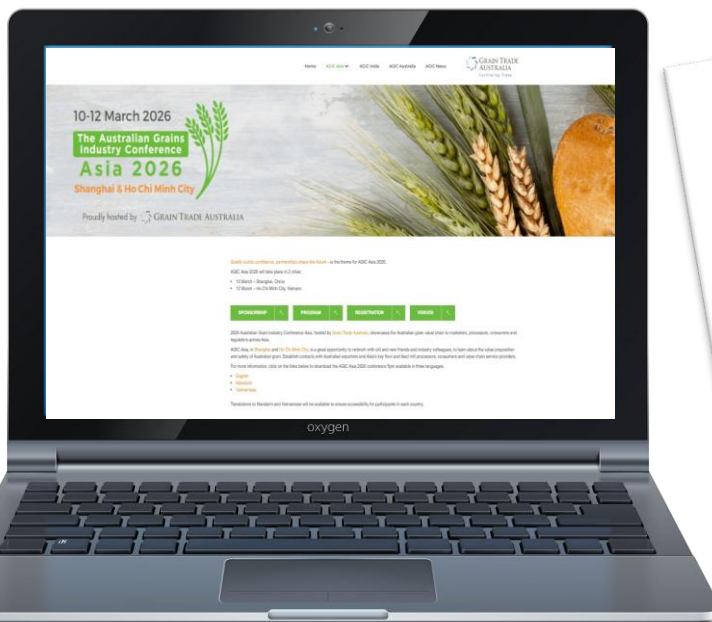


LinkedIn: impressions =
37,463 engagement = 2,836



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 2026 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.



ENGAGEMENT

AUSTRADE SUPPORT



Australian Government

Australian Trade and Investment Commission



WELCOME
欢迎

B2B Networking Area
brought to you by:



Australian Government

Australian Trade and Investment Commission

WELCOME
Chào mừng

B2B Networking Area
brought to you by:



Australian Government

Australian Trade and Investment Commission

The **Australian Trade and Investment Commission (Austrade)** engaged Grain Trade Australia as a specialised supplier to increase the commercial effectiveness of existing Australian Grains Industry Conferences in Shanghai, China and Ho Chi Minh, Vietnam in 2026. Grain Trade Australia was chosen by Austrade as a recognised leader in the grain sector.

The AGIC Asia events are significant for the Australian grains, pulses and feed industry. Each year, AGIC Asia connects Australian industry with major customers. The event supports collaboration, knowledge exchange and trusted trade relationships across the region, accelerating diversification by engaging new customers and new target sectors across the regions as well as diversification with new grain, pulses or oilseed products or new uses of these Australian products.

The **primary objectives** of Austrade and Grain Trade Australia collaboration were:

- Increase the trade outcomes of Australian exporters in the grain industry by enhancing the commercial effectiveness of the existing AGIC events
- Support the international profile of the Australian grains industry in Asia
- Support Australian grain exporters to establish commercial connections

As part of this engagement with Austrade, Grain Trade Australia **provided the following services** at the Australian Grains Industry Conferences in both Shanghai and Ho Chi Minh City:

- Dedicated business matching event in a B2B Networking Lounge
- Engagement of local industry expert speakers
- Simultaneous translation services into 2 languages (Mandarin and Vietnamese)
- Translation of all presentation slides into 2 languages (Mandarin and Vietnamese)

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 2026 continued the tradition of **GTA leading Australian industry** delegation 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 2026 AGIC Roundtable sessions were held in Beijing and Hanoi and were supported by the local Australian Government staff.



FEEDBACK

“Please continue coming to Asia”

“We learned strong insights to current market dynamics and crop outlook”

“Another well organised and delivered event”

“This event provides excellent networking opportunities and connects buyers and sellers”

AGIC ASIA SPONSORS

The Australian Grains
Industry Conference
Asia 2026



We sincerely thank our valued AGIC Asia 2026 Sponsors for their continuous support