

Thursday 9<sup>th</sup> March 2017**MEDIA RELEASE****Australian Grains Strengthen Position with Sold Out AGIC China Event**

The Australian Grains Industry Conference (AGIC) event on Shanghai, China was sold out today, demonstrating strong interest in China for Australian grains. This follows another sold out Conference in Vietnam earlier this week.

AGIC Asia returned to China after two successful AGIC conferences last year in Beijing and Guangzhou. "The Chinese market is critical for Australia grains industry, so this demand for information about the Australian is very encouraging for our Industry and importantly for Australian grain growers", said Mr Pat O'Shannassy, CEO of host organisation Grain Trade Australia (GTA).

"China is an extremely important and significant market for the Australian Grains Industry, Mr O'Shannassy said, "with exports valued at over \$A2.9 billion per year, which represents around 23% of value of Australia's grain exports".

China imports an estimated 6 to 7 million tonnes annually of Australian barley, wheat, sorghum, canola and pulses.

Mr O'Shannassy said "The Australian grains and oilseeds are used in a variety of products in China including Malt Barley for beer production; wheat flour production for various products including noodles, dumplings and steamed buns; sorghum for both feed and alcohol production; canola crushing for the retail vegetable oil market and as raw materials in various stock feed diets"

"With the economic growth resulting in a rapidly growing middle class demographic combined with changing dietary preferences along with large population and Australia's proximity to China, it is an extremely important market to the future growth and success of the Australian Grains Industry", Mr O'Shannassy said.

In addition to the AGIC Asia Conferences, Grain Trade Australia and the Australian Grains Industry Market Access Forum (GIMAF) will host "Round Table Events" to add further value to the conference series, said Mr O'Shannassy.

The 'Round Table' event involve high level discussions and dialogue with Government Agencies and industry participants looking at further alignment of the commercial, technical and regulatory trade environments for the grain trade between Australia and its trading partners.

"We have had strong participation and support for the Roundtable events, together with key delegates from across the Australian Industry" said Mr O'Shannassy.

Mr O'Shannassy said that these Roundtable events also work towards enabling increased trade facilitation, market access and promotion resulting in improved development of trade policy and communication between respective Asian and Australian industries at both a commercial and technical level.

AGIC Asia – Indonesia is planned for May 2017 to be accompanied by a Australian grain Round Table discussion.

Mr O'Shannassy commented that the AGIC Asia conferences and particularly this one in Shanghai, are important to maintaining and growing this important market for the Australian Industry and importantly for Australia's grain growers.

GTA hosts the AGIC Asia Conference series together with Australian Oilseeds Federation and Pulse Australia.

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