



Media Release – For Immediate Release

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AGIC – Forecasting Opportunity from Diversity

The Australian grain industry has come together with an information-packed day at **AGIC 2020 LIVE on 30th July 2020**.

It was the first time the Australian Grains Industry Conference (AGIC) was held exclusively online – yet the change-up to this year’s format did little to dampen the sparks of industry inspiration that delegates have come to know and expect.

“While this was our first time running AGIC as a virtual conference, it’s our 21st year of bringing the grain industry together to connect, learn and engage,” said Pat O’Shannassy, CEO at [Grain Trade Australia](#), which co-hosts the popular conference alongside [Pulse Australia](#) and the [Australian Oilseeds’ Federation](#).

“And, once again, the feedback is that it didn’t disappoint”.

“While the format and delivery may have been virtual this year, the insights, learnings and opportunities were all real. Delegates were able to interact, network and chat through the specifically tailored virtual on-line conference platform” Mr O’Shannassy said.

The industry experts

Like previous years, the premier event on the grain industry calendar offered up an impressive line-up of local and international industry experts to provide delegates with the latest insights, learnings and opportunities.

The impressive line-up of keynote speakers, who focused on this year’s theme of resilience and reinvention, included:

- **The Hon. Alexander Downer AC**, retired Minister for Foreign Affairs and former Australian High Commissioner to the United Kingdom
- **The Hon. David Littleproud**, Minister for Agriculture, Drought and Emergency Management
- **The Hon Sen. Simon Birmingham**, Minister for Trade, Tourism and Investment
- **The Hon. Barry O’Farrell AO**, former Premier of New South Wales and current-day Australian High Commissioner to India
- **Richard Yetsenga**, Chief Economist at ANZ
- **Simone Austin**, sports dietitian and President of Sports Dietitian Australia
- **Alison Watkins**, Group Managing Director, Coca-Cola Amatil
- **Richard Crump**, Managing Partner, HFW Singapore



The insights

Just some of the insights on offer included:

- Minister Birmingham in his opening address stated the agricultural industry and in particular the grain sector should be congratulated on keeping supply lines and secure food programs open through the Covid-19 pandemic.
- The topic of Resilience and Reinvention was a strong focus of the international and local speakers whose messages included positive supply messages as the world grain supplies are generally solid and industry, the market and governments are finding ways to work through the pandemic issues.
- Geopolitical tensions and resultant market impacts were a hot topic with speakers forecasting they will be a primary health factor and but also an economic factor for most grain exporting and importing countries for some time.
- The threat of protectionism and nationalism were discussed and the impact on the grain market including 50 nations implementing trade related subsidies under the premise of COVID-19.
- Delegates heard the importance of India as a 'market of the future' with pulse demand likely to grow as high as 40 million tonnes by 2050.
- Delegates also heard that opportunity comes from diversity. Despite the current pandemic and global trade tensions delegates were informed the long-term prospects are still bright for grain. This is based on strong economic growth factors and emerging lifestyle trends in Asia.
- Similarly, delegates heard that crisis may lead to the speeding up of positive change. This is evident in trade support functions with electronic trading and shipping documents becoming more readily used during the COVID-19 period.
- Individual countries future economies and trade capability is likely to be a result of the strength of its leadership, political structures, its 'rule of law' and internal culture. Australia and the Australian grain industry appear well placed when we exit the pandemic crises.

The feedback

Delegates tuned in both from across the country and internationally, keen to connect with colleagues, potential customers and suppliers when it's been challenging to do just that.

Nick Goddard, CEO of Pulse Australia and Australian Oilseed Federation commented "the conference today- dare I say, probably the best I have attended in 11 years! Outstanding speakers and just about the right balance between 'grain' topics and broader 'economic, trade and social issues".



“It’s a great feeling to know that, despite the challenges we all face right now, we were still able to bring together our industry and its people,” says Andrew Goyder, Chairman of Grain Trade Australia.

“And the added bonus is that delegates will be able to access all of the presentations, Q&A sessions, and resources for the next 30 days” Mr Goyder said

About AGIC2020 LIVE

Due to the COVID-19 pandemic, this year, the decision was made to hold the annual Australian Grains Industry Conference virtually.

Focusing on the topics of resilience and reinvention, AGIC 2020 LIVE offered a dynamic program including keynote presentations, panel discussions and curated workshops from local and international experts.

The virtual venue was designed to closely resemble a traditional conference, including:

- **Welcome Lobby**
- **Auditorium**
- **Exhibitor Hall**
- **Network Hub**

Before the event, Andrew Goyder, Chairman of Grain Trade Australia said, “We know this is going to be a different experience to past years, but we’re genuinely excited that – despite the challenges being experienced the world over – we can still bring our industry together for this one, very beneficial day.”

ENDS:

Full **AGIC Live 2020** Program details are [here](#).

Further information and media comment:

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