



## MEDIA RELEASE

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### *Australian grain industry in Asia connecting with customers*

*The Australian grain industry is gathering in Asia this week connecting with customers at AGIC Asia 2024.* Conferences are happening in Jakarta, Indonesia on the 5<sup>th</sup> of March 2024 and Shanghai, China on 7<sup>th</sup> of March 2024.

**RECONNECTING & BUILDING VALUE** is the theme of **AGIC Asia 2024**, with over 200 participants attending each event from local industry, government agencies, and Australian growers and exporters.

Grain Trade Australia CEO, Pat O'Shannassy, said *"AGIC Asia 2024 is an exciting week, that gives our industry a real opportunity to reconnect directly with our customers and talk about the mutual value delivered by the Australian grain value chain, and how it is all built around confidence and trust."*

#### **Opportunities and alignment – AGIC Asia 2024 Insights**

AGIC Asia 2024 has an impressive line-up of local and Australian speakers providing instructive and interesting insights including:

- The strategic necessity of the grain trade between Australia and the region, as a critical component to regional food security.
- How to maximise the value of Australian grain to meet the requirements of the Asian market and some practical examples and opportunities to source Australian grain.
- Australia's proximity and the opportunity to align the different products and demographics to the demand in Asia for food and feed.
- Examples of the Australian industry framework and Quality Assurance practices that ensure a reliable source of supply.

As part of the AGIC Asia program, Australian industry leaders will meet with local government agencies, regulators and industry counterparts in **AGIC Roundtable meetings**. GTA's Pat O'Shannassy said *"AGIC Roundtables meetings are important to strengthen strategic and consumer outcomes in destination markets through improving confidence and understanding around efficient trade facilitation and improved market access at both a commercial and technical level"*.

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