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Australian Grain Industry Building Confidence to Grow Demand

The Australian Grains Industry Conference**Asia 2021****Live**

Over 600 delegates from 25 countries gathered virtually this week for the **Australian Grain Industry Conference (AGIC) – Asia Live 2021**.

AGIC Asia 2021 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.

Mr Andrew Goyder, Chair of host organisation Grain Trade Australia (GTA) said “We aim for this trade and relationship to grow and strengthen over time as demand for grain in the Asian region expands. AGIC Asia 2021 and its supporting activities are a commitment by Australia to support and assist our Asian customers to better understand and relate to the Australian grain supply chain. It provides a means to maintain and strengthen important relationships.”

Highlighting the conference theme “*Confidence Drives Demand*” Mr Goyder noted by ensuring the confidence of processors and consumers of Australian grain, it enabled them to approach their customers with increased confidence. “This means improving confidence in our supply chain will increase demand for our grain” said Mr Goyder.

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 how to maximise the value from Australian grain when used as a feed ingredient as well hearing of forecast trends in the Asian markets and the potential these trends may have in terms of demand for grain and other food products.

In addition to AGIC Asia Live 2021, members from key grain industry organisations participated in an Australia-Indonesia Grains Roundtable. The Roundtable facilitated by AGIC and the Australian Embassy in Jakarta involved key Indonesian Government Agencies and Industry leaders.

“AGIC Asia conferences and Roundtables are a testament the Australian grain industry greatly values the relationship it has with Asia, built over many years and looks forward to strengthening and enhancing this as we identify opportunities for activities that will deliver mutual benefits for our respective industries and countries” Mr Goyder said.

GTA hosts the AGIC Asia Conference and appreciates the support of its partners AEGIC and HFW and the many grain value chain parties that participated in AGIC Asia 2021.

END.**About GTA**

Grain Trade Australia is a national trade organisation and has over 270 member organisations ranging from regional family businesses to large national and international trading/storage and handling companies. The role of GTA is to provide a framework across Industry to facilitate and promote the trade of Australian grain. GTA plays its part in the value chain by providing core products of Trading Standards, Contracts, Trade Rules, Arbitration and Dispute Resolution, Professional Development and advocacy for Market Access.

GTA Members operate within all sectors of the grain industry in Australia, as well as related commercial activities such as banking, communications, grain advisory services and professional services.

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