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Australian grain industry strengthens partnerships at AGIC Asia 2026

The Australian grain industry gathered in Asia this week to connect with customers and industry partners at AGIC Asia 2026, with conferences held in Shanghai, China, on 10 March and Ho Chi Minh City, Vietnam, on 12 March.

Held under the theme *Quality builds confidence, partnerships shape the future*, AGIC Asia 2026 highlighted the importance of strong, enduring trade relationships across Australia’s key Asian markets.

The events attracted strong participation from local industry executives, government agencies, Australian growers and exporters, reflecting the depth of commercial and technical engagement between Australia and its major grain customers.

Grain Trade Australia CEO, Pat O’Shannassy, said AGIC Asia remains an important forum for direct engagement across the value chain.

“AGIC Asia provides an opportunity for the Australian grain industry to engage directly with customers and trade partners, demonstrating the quality of Australian grain and the integrity of the systems that support it”, Pat O’Shannassy said.

“These forums are critical in ensuring our trading relationships continue to evolve in line with market needs and expectations.”

Opportunities and alignment – AGIC Asia 2026 insights

AGIC Asia 2026 featured a comprehensive program of industry experts, providing insights into crop outlook, market conditions, quality assurance systems, Australian farmer insights and changing customer requirements.

Grain Trade Australia Chair, Ole Houe said that record numbers of over **550** attendees across both locations reinforced the value of long-term collaboration.

“AGIC Asia allows us to bring the Australian grain industry directly to end users and trade counterparties,” Ole Houe said. *“Ongoing engagement and technical understanding are essential to maintaining alignment across the supply chain and supporting long-term commercial relationships.”*

Australian industry leaders also participated in roundtable meetings with local government agencies, regulators and industry representatives. The sessions, organised by GTA, focused on strengthening mutual understanding and supporting practical outcomes in destination markets.

Pat O’Shannassy said the roundtables remain a valuable component of AGIC Asia.

“These discussions support trade facilitation and market access by encouraging open communication at both commercial and technical levels,” Pat said.

“Constructive dialogue with government and industry stakeholders helps strengthen confidence, inform policy development and support stable, long-term trading relationships.”

For more information, visit [AGIC Asia](#). Photos are available on request.

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