

CONFERENCE PROGRAM



INDUSTRY TOURS - TUESDAY, 30 SEPTEMBER 2014

Departing 1:00pm	Tour 1: Grassdale Feedlot - Mort & Co is an Australian cattle lot feeding, management and marketing business priding itself on producing a consistent supply of quality product for domestic and export beef markets. Since commencement, Mort & Co has grown to become the second largest beef cattle lot feeder in Australia. Mort & Co boasts a well-established vertical integration in the beef cattle industry including cattle procurement, transportation, lot feeding, beef processing and marketing.
Departing 2:00pm	Tour 2: Brisbane West Wellcamp Airport - Be one of the first to experience a guided tour of the first privately built public airport in Australia (currently on track to be operational in the third quarter of 2014). This jet-capable public airport only 15 minutes west of Toowoomba will be available for regular passenger services, charter flights, fly in fly out and airfreight services. Wellcamp is designed to cater for large jets up to 747 size, allowing for even the largest of airfreight into and out of the region.

WELCOME RECEPTION AND REGIONAL FOOD TASTING - TUESDAY, 30 SEPTEMBER 2014

5:00pm - 8:00pm	Kick off the Conference with this not-to-be-missed cocktail style event at Gabbinbar Homestead – sponsored by AERgO International . Expand your business connections while being immersed in the tastes of the local region with a unique array of quality wine and food, sourced from within kilometres of where you are enjoying it! Welcome by Cr Paul Antonio , Mayor, Toowoomba Regional Council. Special guest Mrs Jiqing JIANG Consul (Commerce), Peoples Republic of China, will share her thoughts about future relationship and trade opportunities with China.
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DAY ONE - WEDNESDAY, 1 OCTOBER 2014

Time	Activity	
8:00am	Conference Registration	
	Opening Plenary Session - Theatre 1	
9:00am	Welcome by Mr Shane Charles , Chief Executive Officer, TSBE	
9:10am	Official Opening by The Hon Dr John McVeigh MP , Minister for Agriculture, Fisheries and Forestry "Outlook for Queensland Ag Sector"	
9:30am	Mr Brent Finlay , President, National Farmers' Federation: "Leading the Australian Ag Sector to Seize the Asian Opportunity" The Hon Barnaby Joyce MP , Minister for Agriculture: "Australian Agriculture taking its place in the Asian Century - Our Vision" (Live video conference from Canberra)	
10:15am	Mr David Thomas , Chief Executive Officer, Think Global Consulting: "Doing Business in the Asian Century - Setting the Scene"	
11:00am	MORNING TEA IN THE EXHIBITION	
11:30am	Plenary Session 1 – Theatre 1	
	Dr Caroline Hong , Chief Executive Officer, CH Asia Australia and President, China HR Australia: "The face of Australia - Is your business ready to take its place in the Asian marketplace? Cross cultural challenges and the importance of Asian engagement"	
12:15pm	LUNCH IN THE EXHIBITION – SPONSORED BY ANZ	
1:15pm	BREAKOUT SESSIONS	
	EXPORT - THEATRE 1	INNOVATION AND INVESTMENT - THEATRE 2
1:15pm	Mr Richard Rains , National Advisory Council of the Export of Australia: "40 years of exporting meat to the world - The pitfalls and opportunities"	Mr Paul Brimblecombe , CEO, Cubbie Station: "Cubbie Station, the largest irrigation property in the southern hemisphere – how foreign investment has fostered innovation and competitiveness for this global cotton enterprise"
1:45pm	"Exporting into Asia - How to Make it Happen" Featuring Panellists Mr Richard Rains , National Advisory Council of the Export of Australia, Mr Matt Bell , Director, Murdoch Lawyers, Ms Michelle Christoe , Executive Director, Australian Horticultural Exporters Association (AHEA) and Dr Theresa M Craig (PhD) , President Agribusiness Association of Australia. Panel MC: Mr Pete Lewis , Director of Brisbane-based consultancy Way With Words	PANEL: "International farm funding models to drive innovation in the Australian Ag Sector" Featuring Panellists Mr James MacPherson - State Manager - Regional Business Banking QLD/NT, ANZ, Mr Paul Brimblecombe , CEO Cubbie Station, Mr Charlie Blomfield , Managing Director and CEO, Agricultural Management Company Pty Ltd and Mr Rob McConnel , Partner and National Industry Leader, Agribusiness, Deloitte. Panel MC: Mr Peter Mace , General Manager, Export Council of Australia



2:45pm	AFTERNOON TEA IN THE EXHIBITION
3:15pm	Plenary Session 2 – Theatre 1
	Mr David Landers , General Manager - International Operations, Austrade "A progress report of Australia's agricultural trade with Asia – the opportunities and the challenges"
4:00pm	Mr Greg McNamara , Chairman, Norco "Building demand in new markets – our learnings from China"
4:30pm	CLOSE

CONFERENCE GALA DINNER - WEDNESDAY, 1 OCTOBER 2014

6:30pm arrival	A Conference dinner with a difference! Join us for an evening of sophistication with exceptional food, fine wine and entertainment. The Conference Gala Dinner sponsored by Agrifood Skills Australia will be held on the stage of the the iconic Empire Theatre with guest speaker The Hon Tim Fischer AC .
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DAY TWO - THURSDAY, 2 OCTOBER 2014

Time	Activity	
	Plenary Session 3 - Theatre 1	
8:30am	Mr Jason Strong , CEO, AACo "Supply Chain Infrastructure - AACo's Strategy to Bridge the Gap"	
9:00am	PANEL: "Road, Rail, Ports and Air – The Logistics Needed to Get Australian Food and Ag product to the Asian Table" Featuring Panellists Mr John Wagner , Chairman, Wagners Global Services, Mr John Fullerton , Chief Executive Officer, Australian Rail Track Corporation Ltd (ARTC) and Mr Russell Smith , Chief Executive Officer, Port of Brisbane. Panel MC: Mr Pete Lewis , Director of Brisbane-based consultancy Way With Words	
10:30am	MORNING TEA IN THE EXHIBITION	
11:00am	BREAKOUT SESSIONS	
	EXPORT - THEATRE 1	INNOVATION AND INVESTMENT - THEATRE 2
11:00am	Ms Michelle Christoe , Executive Director, Australian Horticultural Exporters Association (AHEA) "Growing demand in Asia and China's appetite for Australian horticulture – What does it mean for our agricultural industry?"	Mrs Sue Middleton , Director, Brennan Rural Group "Regional Australia - Getting the Edge"
11:30am	Mr Matthew McKenzie , Group Export Manager, Sanitarium Health and Wellness Company "Sanitarium's Asian Experience – Exceeding all Expectations"	Mr Paul Luxton , Australasian Head, Syngenta "Technology, innovation and best practice in the food and ag sector globally – leading lights and lessons for Australian businesses"
12:00pm	PANEL: "Identifying the Breaks - relationship building, trade barrier solutions and the e-commerce opportunity" Featuring Panellists Mr Matthew McKenzie , Group Export Manager, Sanitarium Health and Wellness Company, Mr Quentin Kennedy , Managing Director, Kialla Pure Foods and Mr Chris Morley , E-Commerce Director, Premium Australia Foods. Panel MC: Mr Peter Mace , General Manager, Export Council of Australia	PANEL: "Innovation - The Key to Global Competitiveness" Featuring Panellists Mrs Sue Middleton , Director, Brennan Rural Group, Mr Michael Matthewson , Senior Process Engineer, Wiley, Mr John Woods , Director, Grains Research and Development Corporation and Mr Paul Luxton , Australasian Head, Syngenta Panel MC: Mr Pete Lewis , Director of Brisbane-based consultancy Way With Words
1:00pm	LUNCH IN THE EXHIBITION – SPONSORED BY ANZ	
2:00pm	Closing Plenary Session - Theatre 1	
	Mr Michael Whitehead , Director, Industry Insights, Agribusiness ANZ "Opportunities for Australian agriculture in response to the Asian growth story – an insight into the research and realities" The Hon Dr Craig Emerson , Managing Director, Craig Emerson Economics "Premium Food and Ag Production Opportunity for Australia-China Business Partnerships"	
2:45pm	PANEL: "Asia's perspective on Australia's place in the Asian Century – Relationships, Perception and Competitive Advantage." Join us for a wrap-up from those doing business in this space including Dr Angeline Achariya , General Manager - Food Innovation Centre, Mondelez International, Mr Najib Lawand , General Manager - Market Development, Food Innovation Australia Pty Ltd, Mr Zhao Yutian , Professor - Ministry of Agriculture (MOA), Beijing, P. R. China, and Mr Ben Lyons , Deputy Chair, AustCham Shanghai. Panel MC: Mr Peter Mace , General Manager, Export Council of Australia	
3:30pm	CONFERENCE CLOSE	