

WEBINAR

ETHIOPIA 2021

# INVITATION

You are invited to attend the inaugural

## *Australian barley: Adding value to Ethiopia's malting and brewing industries webinar*

Hosted by the Australian Export Grains Innovation Centre (AEGIC), the Australian Ambassador to Ethiopia and the Australian Trade and Investment Commission (Austrade), Africa.

The Australian grains industry values our relationships with Ethiopia's malting and brewing industries.

This webinar will provide:

- an overview and market insights of the Australian barley industry;
- quality assurance of the Australian grains industry; and
- how to extract full value from Australian barley for the Ethiopian beer industry.

An interactive Q&A panel session will involve representatives from the Ethiopian and Australian grains industries to discuss topics including grain quality, reliability and safety.

**DATE** WEDNESDAY, 13 OCTOBER 2021

**TIME** 10.30AM-12.15PM (ADDIS ABABA, ETHIOPIA TIME (UTC+3))  
(3.30pm Perth time, 6.30pm Sydney time)

**VENUE** ZOOM WEBINAR

**COST** FREE

**REGISTER NOW**

### Who should register

Ethiopian malting and brewing industry representatives, grain traders, government and industry organisations, key importers of barley, malting specialists, brewing specialists and representatives of scientific organisations and universities.

For more information about this webinar please contact:

Mary Raynes, Barley Markets Manager, AEGIC E: [mary.raynes@aegic.org.au](mailto:mary.raynes@aegic.org.au)

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# PROGRAM

## AUSTRALIAN BARLEY: ADDING VALUE TO ETHIOPIA'S MALTING AND BREWING INDUSTRIES

\* NB, times below in local Addis Ababa, Ethiopia time (Djibouti, Djibouti) (UTC +3)

MC: Mary Raynes, Barley Markets Manager, AEGIC

Time	Activity	Presenter
10.30 – 10.35 am	<b>Welcome and introduction</b>	TBC
10.35 – 10.40 am	<b>OFFICIAL OPENING</b>	<b>TBC,</b> Australian Ambassador to Ethiopia
10.40 – 10.55 am	An overview of the Australian barley industry	<b>Mary Raynes,</b> Barley Markets Manager, AEGIC
10.55 – 11.10 am	Australian malting barley accreditation process – value adding for our customers	<b>Dr Megan Sheehy,</b> Executive Chair, Barley Australia
11.10 – 11.25 am	Quality assurance of the Australian grains industry	<b>Pat O'Shannassy,</b> Chief Executive Officer, Grain Trade Australia (GTA)
11.25 – 11.40 am	Meeting Ethiopia's importing country requirements for barley and other grains	<b>Mr Tony Russell,</b> Executive Manager, Grains Industry Market Access Forum (GIMAF)
11.40 am – 12.10 pm	<b>Q&amp;A PANEL SESSION**</b> <i>This session will provide opportunity for panel member to discuss questions raised by the panel chair or by the webinar participants.</i>	<b>Mary Raynes,</b> Barley Markets Manager, AEGIC
12.10 – 12.15 pm	<b>THANK YOU AND CLOSE</b>	TBC

AEGIC is a not-for-profit research and development organisation that can help you optimise the value of Australian grain through technical training, information and in-market support.

Our experts work with you to identify the grain quality attributes you need to make the best possible products for your consumers. This information helps the Australian grains industry breed, classify, grow and supply grain that meets your needs.

**REGISTER NOW**

\*\* Please email any pre webinar questions for the panel session to:

Mary Raynes, Barley Markets Manager, AEGIC E: [mary.raynes@aegic.org.au](mailto:mary.raynes@aegic.org.au)

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# SPEAKER BIOGRAPHIES



## Mary Raynes

BARLEY MARKETS MANAGER, AUSTRALIAN EXPORT GRAINS INNOVATION CENTRE (AEGIC)

Ms Mary Raynes is responsible for AEGIC's barley market insights program. The program aims to identify the barley quality attributes preferred by customers of Australian barley. The information

gathered from the program assists the Australian grains industry to breed, grow and supply grain that meets the quality requirements of consumers.

Mary has extensive whole-of-supply chain experience for cereals and pulse crops across the Australian dryland grain production industry and their suitability for export markets. Her wealth of knowledge and understanding of the Australian grains industry from production to customer requirements has been built from working for Grain Trade Australia, Pulse Australia and the Victorian Government.

Through collaborations with Australian barley industry stakeholders, Mary contributes to improving malting barley demand to Asia and African countries.

E: [mary.raynes@aegic.org.au](mailto:mary.raynes@aegic.org.au)



## Dr Megan Sheehy

EXECUTIVE CHAIRPERSON (CEO), BARLEY AUSTRALIA (BA)

Dr Megan Sheehy is responsible for the ongoing functions, operations, promotion and development of Barley Australia (BA) as the peak industry body for the barley industry in Australia.

Megan is also currently the Immediate Past Chair of the Institute of Brewing and Distilling (IBD) Asia Pacific Section Board of Management, after recently completing two years in the role of Chair.

Megan holds a Ph.D. degree from the University of New South Wales and has held various operational and technical roles at Lion and Joe White Maltings over her career prior to joining Barley Australia.

She has also been closely involved with the planning and management of the internationally renowned Australian Barley Technical Symposium (ABTS) for the past two and upcoming symposia, holding the role of Symposia Secretary for the 2017 Hobart Symposium and serving as a member of the organising committee for the recent 2019 and the upcoming 2022 Symposia.

E: [Megan.Sheehy@barleyaustralia.com.au](mailto:Megan.Sheehy@barleyaustralia.com.au)



## Pat O'Shannassy

CHIEF EXECUTIVE OFFICER, GRAIN TRADE AUSTRALIA (GTA)

Mr Pat O'Shannassy is currently the Chief Executive Officer of Grain Trade Australia, a leading trade organisation in the Australian grains industry.

Pat has vast industry experience, having spent more than 20 years in the grains industry in Australia and USA. He has diverse experience across the entire value chain, with roles in management, grain origination, trading, trade policy and business strategy gained from working for trade houses, financial institutions as well as customer service and information focused businesses.

He has previously been a director of Grain Trade Australia and also a past director of the Australian Grain Exporters Association (AGEA) and a member of the Commodity Markets Council (USA).

Pat holds a bachelor's degree in Agriculture from University of Melbourne, Australia and a Post-Graduate Diploma in Applied Finance and Investment.

E: [Pat.OShannassy@graintrade.org.au](mailto:Pat.OShannassy@graintrade.org.au)



## Tony Russell

EXECUTIVE MANAGER, GRAINS INDUSTRY MARKET ACCESS FORUM (GIMAF)

Mr Tony Russell has led the Grains Industry Market Access Forum (GIMAF) since 2011. GIMAF prioritises and manages issues on behalf of the grains/fodder/seeds industries to maximise

market access outcomes.

Tony has a wealth of experience in the grains industry including agricultural development projects in the Middle East and Asia and numerous roles with the Australian Wheat Board in market and product development as well as international marketing and trading. He is a former director of the National Agricultural Commodities Association (now known as Grain Trade Australia) and the president of the Grains Industry Association of Victoria.

Tony holds a bachelor's degree in Agricultural Science from LaTrobe University and a Graduate Diploma in Agribusiness from Monash University.

E: [administration@gimaf.com.au](mailto:administration@gimaf.com.au)

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For more information about this webinar please contact:

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