

Invitation

Australian malting barley technical seminar 2025



Quality product makes quality beer Beijing

The AEGIC-led Australian malting barley technical seminars for China are a key highlight in our calendar, reflecting the importance of the Chinese market for Australian barley.

AEGIC is committed to providing you with technical information and support to help you get the best value out of Australian barley. Highlights of the seminar include:

Production and quality

Insights into the quality and versatility of Australian barley varieties including production processes, quality attributes and suitability for malting and brewing.

Innovation and research

Learn about the latest developments in Australian barley.

Q&A panel session

Discussion with representatives from Chinese and Australian industries, technical experts and government officials.

This in person seminar is an excellent opportunity to network with industry colleagues, learn about the value proposition and safety of Australian barley, and forge strong business relationships.

The event concludes with a networking lunch. Please join us to connect with colleagues and meet new partners in the industry.

Thursday 10 July 2025
Beijing

Time: 8:30am – 2:30pm

Venue: InterContinental, Beijing, No. 1 South San Li Tun, Chaoyang, 100600 Beijing, China

Who should attend:

- Chinese malting and brewing industry representatives
- Grain traders
- Importers of barley
- Malting and brewing specialists
- Government and industry organisations
- Scientific organisations
- Universities

If you would like to find out more about this event please contact Mary Raynes at mary.raynes@aegic.org.au



Department of
Primary Industries and
Regional Development



AEGIC is an initiative of the Western Australian State Government and Grains Australia.

Program
10 July 2025

Australian malting barley

Quality product makes quality beer



Mary Raynes
AEGIC



Scott Dewar
Australian Ambassador



Dr Paul Telfer
AGT



Silvina Baraibar
InterGrain



Simon Tickner
Farmer



Yue Yuan
CADA



Mark Lewis
Riordan Group



Wang Zuojun
Dalian Xingze Malt



Megan Edwards
Nutrition Expert



Martin Ferreyra
Austrade

Time	Activity	Presenter/job title/company
8:30am	Registration	
9:00am	Welcome	Ms Mary Raynes , Markets Manager – Lead, AEGIC
9:05am	Official opening	H E Mr Scott Dewar , Australian Ambassador to the People's Republic of China
9:15am	2025 Overview of Australian barley production and market update	Ms Mary Raynes , Markets Manager – Lead, AEGIC
9:30am	"In conversation with leading Australian barley breeders" Grain to greatness: Australian barley breeding for malting, brewing & distilling	Facilitated by Ms Mary Raynes Dr Paul Telfer , Senior Barley Breeder, Australian Grain Technologies (AGT) Dr Silvina Baraibar , Barley Breeder, InterGrain SECOBRA Australia
10:30am	Morning tea	
11:00am	Barley by decision: How Australian grain growers align production with profitability	Mr Simon Tickner , Director, Yellow Grain Pty Ltd. Australia
11:15am	Panel discussion: "Optimising Australian barley quality from paddock to processing" Australia and China industry representatives (Includes audience question and answer session)	Facilitated by Ms Mary Raynes Mr Simon Tickner , Director, Yellow Grain Pty Ltd. Australia Ms Yue YUAN , Secretary General of Beer Branch & Whisky Committee, The China Alcoholic Drinks Association (CADA) Beijing, China. Mr Wang Zuojun (Jack) , Deputy General Manager of Dalian Xingze Malt. China Mr Mark Lewis , Chief Commercial Officer, Riordan
12pm	Australian feed barley and feed grains for China: A sustainable and efficient option for swine producers	Dr Megan Edwards , Feed Nutrition Expert – Consultant to AEGIC
12:30pm	Remarks	Mr Martin Ferreyra , Trade and Investment Commissioner / Consul (Commercial) Australian Trade and Investment Commission / Australian Consulate-General Shanghai Commercial Section
12:40pm	Thank you and close	Ms Mary Raynes , Markets Manager – Lead, AEGIC
1pm	Networking lunch	

Speaker biographies



Ms Mary Raynes

Markets Manager – Lead,
Australian Export Grains
Innovation Centre (AEGIC)

Mary leads AEGIC's market support program for malting barley, feed grains, and pulses, working closely with international end-users to ensure Australian grain meets evolving quality, performance, and processing requirements. Through her work, Mary contributes to AEGIC's broader goal of positioning Australian grain as the preferred choice in international markets.

Mary brings extensive experience across the grain value chain, having held senior positions with Grain Trade Australia, Pulse Australia, a global agri-chemical company, and the Victorian Government. Her background spans market development, market access, grain classification, policy, customer engagement and education, giving her a comprehensive perspective on what drives value for both Australian growers and global customers.

She has played a key role in diversifying and expanding market access for Australian barley and pulses, contributing to increased trade into Central and South America, Africa, India, and South East Asia.

Mary brings a global perspective, strong technical capability, and a cooperative, respectful style to strengthening long-term partnerships between Australia and its international grain customers – including the enduring and valued relationship with China.



Dr Paul Telfer

Senior Barley Breeder, Australian
Grain Technologies (AGT)

Paul is a Barley Breeder with the Australian Grain Technologies Barley Breeding Programme, starting with the programme in 2014. Prior to this Paul was involved in research investigating the adaptation of wheat and barley to abiotic stresses, including heat stress.

Paul comes from a farming family based in South Australia, where he is now the 4th generation to manage the family farm. This involvement in the agriculture industry from farming thought to research, and breeding drives Paul's passion to deliver high-performing barley varieties that deliver value to the whole value chain.



Scott Dewar

Australian Ambassador to the
People's Republic of China

Scott commenced as Australian Ambassador to China in January 2024. Prior to taking up this role he was Deputy Secretary International and Security in the Department of the Prime Minister and Cabinet.

Previously Scott has served in the Department of Defence and the Department of Foreign Affairs and Trade. He has also worked in the Office of the Prime Minister and the Office of the Minister for Defence. His previous diplomatic postings were to Seoul, Beijing and as Consul-General in Honolulu.

Scott is a graduate of the University of Melbourne and has a master's degree from Monash University. He is married with three adult sons.



Dr Silvina Baraibar

Barley Breeder, InterGrain

In her role as early generation breeder, Silvina focuses on the creation of new barley breeding populations, applying the newest genomics and phenomics technologies, to identify and select the most promising genotypes.

Before joining InterGrain, Silvina was the National Barley Breeder at the National Institute for Agricultural Research (INIA), in Uruguay, for 8 years. Silvina completed her PhD at The University of Adelaide, Australia. Her research project was on the adoption of genomic selection in a commercial barley breeding program, focusing on the integration of phenomics, genomics and modeling tools to enhance the grain yield and malting quality prediction accuracy. Silvina holds a Master in Agricultural Science and an Agronomic Engineer Degree from Universidad de la República, in Uruguay.

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Simon Tickner

Director, Yellow Grain Pty Ltd. Australia.

Simon is the owner and director of Yellow Grain Pty Ltd, a dryland broadacre grain farming enterprise based in the Wimmera region of Victoria, Australia. With a strong commercial

focus on the grain supply chain, Yellow Grain specialises in the production, storage, and marketing of cereals, pulses, oilseeds, and fodder crops.

Simon brings extensive expertise in modern agronomic production systems that are designed to optimise profitability, manage climatic and market risks, and embed sustainability across operations. His practical leadership is underpinned by deep knowledge of farming in highly variable conditions, making him a respected voice in Australia's grains industry.

In addition to managing his enterprise, Simon plays a key role in national and regional industry leadership. He currently serves as Chair of the South East Australia Barley Advisory Council (SEABAC), is a Director of Grain Trade Australia (GTA), and a member of the Grains Australia (GA) Barley Council—contributing to policy, market development, and quality standards across the grains sector.

Simon holds a Master of Agribusiness from the University of Melbourne and is a graduate of the Australian Institute of Company Directors (GAICD).



Mark Lewis

Chief Commercial Officer, Riordan Grain, Australia

Mark Lewis is the Chief Commercial Officer at Riordan Grain Pty Ltd, a privately owned Australian company specialising in grain,

oilseed, and industrial commodity supply chain logistics.

With more than 25 years of experience in the Australian grain industry, Mark brings a deep understanding of export operations, trade relationships, and supply chain innovation.

Mark began his career after completing a degree in Agricultural Science from the University of Melbourne, and has held senior positions with AWB Limited and Louis Dreyfus Australia.

For the past 13 years, he has played a key leadership role in the growth and diversification of Riordan's, helping position the company as a trusted partner in grain handling and logistics both into and out of Australia.

In addition to his commercial role, Mark is highly active in industry leadership. He currently serves as Chair of the Australian Grain Exporters Council, (AGEC) representing exporters on key trade and market access matters. He is also the Treasurer of the South Eastern Australian Barley Advisory Council, (SEABAC) where he supports the development of barley market opportunities in Australia and abroad.

Mark is widely regarded for his practical knowledge, commercial insight, and strong industry relationships. He is a committed advocate for open, long-term partnerships across the global grain trade, and values the enduring and constructive relationship between the Australian and Chinese grain industries.



Yue Yuan

Secretary General of Beer Branch & Whiskey Committee, China Alcoholic Drinks Association (CADA), Beijing, China

The current Secretary General of the Beer Branch, Whiskey Professional Committee, and Alcohol and Social Promotion Working Committee of the China Alcoholic Drinks Association; Deputy Secretary General of the Beer Subcommittee of the National Brewing Standardization Technical Committee; Executive Committee Member of the Technical Committee of the Beer Branch of the China Alcoholic Drinks Association; Member of the editorial board for the beer technology and whiskey special issue of "Chinese and Foreign Liquor Industry" magazine.



Wang Zuojun (Jack)

Dalian Xingze Malt. China, Deputy General Manager

Mr Wang is in charge of malt sales and barley purchasing. He has been with

Dalian Xingze Malting Company since its establishment. He has been involved in the malting industry for 25 years and has extensive experience in both international trade and marketing.

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Megan Edwards

Feed Nutrition Expert
(consultant to AEGIC)

Dr Megan Edwards is an Australian animal nutrition consultant. She completed her PhD at the University of New England, Australia, in the area of weaner swine nutrition. She has worked in the industry for 17 years including 5 years where she was based in Vietnam. She has had the pleasure of working with swine producers, integrators, feedmillers, premix companies, feed additive companies and research groups globally. She has worked throughout Asia, Oceania and Latin America during her career where she has provided feed formulation, technical support, research advice, as well as joining seminars and training workshops as an invited speaker. Megan has a keen interest in immuno-nutrition and functional nutrients.



Martin Ferreyra

Trade and Investment
Commissioner / Consul
(Commercial). Australian Trade
and Investment Commission
(Austrade), Chengdu, China

In addition to his role as Trade and Investment Commissioner – West China, Martin is also employed as Greater China Agribusiness, Food & Beverage and Consumer Industry Lead. Martin's experience includes Trade and Investment Commissioner – Africa, Austrade's State Director - Northern Territory, and senior trade advisory roles in Australia, Mexico, and Peru.

Martin has a thorough understanding of the internationalisation of businesses, coupled with a solid academic background. He has experience working with a diverse range of exporting companies across various sectors, including agribusiness, professional services, education, METS and major sporting events. In academia, Martin has been an Associate Lecturer at two Australian universities – his subjects included multinational business finance, international marketing and export procedures.

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