

Invitation

Australian malting barley technical seminar 2025



Quality product makes quality beer Guangzhou

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.

Tuesday 8 July 2025
Guangzhou

Time: 8:30am – 2:30pm CST

Venue: Rosewood Guangzhou: No. 6 Zhujiang Road
East. Tianhe District., Guangzhou, 510623, 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



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Program
8 July 2025

Australian malting barley Quality product makes quality beer



Mary Raynes
AEGIC



Sophie Smith
Consulate-General, Guangzhou



Dr Paul Telfer
AGT



Silvina Baraibar
InterGrain



Simon Tickner
Farmer



Wilson Kong
CBH Grain Asia



Mark Lewis
Riordan Group



He You
CADA



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	Ms Sophie Smith , Deputy Consul-General, Guangzhou Australian Embassy, 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 Mr Mark Lewis , Chief Commercial Officer, Riordan Grains Mr Simon Tickner , Grain grower, Victoria, Australia Mr Wilson Kong , Regional Marketing Manager – North Asia, CBH Grain Asia Mr He You , Beer Branch Engineer & Whisky Committee Engineer, The China Alcoholic Drinks Association (CADA), Beijing, China
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.



Sophie Smith

Deputy Head of Post,
Australian Consulate-General in
Guangzhou

Sophie Smith is a career officer in Australia's Department of Foreign Affairs and Trade.

Prior to commencing in her current role as Deputy Consul-General at the Australian Consulate General in Guangzhou, she served in various roles in the Department's Southeast Asia, and Trade and Investment Divisions. She was also previously a Departmental Liaison Officer to the Minister for International Development and an Assistant Adviser to Australia's former Prime Minister, the Hon. Kevin Rudd. From 2015-2018, she served as Vice-Consul at the Australian Consulate-General in Chennai, where she led the Consulate's economic and public diplomacy programs.

She holds a Bachelor of International Relations and Masters of International Development with honours from the Australian National University.



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.

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Dr Silvana Baraibar

Barley Breeder, InterGrain

In her role as early generation breeder, Silvana 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, Silvana was the National Barley Breeder at the National Institute for Agricultural Research (INIA), in Uruguay, for 8 years. Silvana 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. Silvana holds a Master in Agricultural Science and an Agronomic Engineer Degree from Universidad de la República, in Uruguay.



Wilson Kong

Regional Marketing Manager –
North Asia, CBH Grain Asia

Mr Wilson Kong is the Regional Marketing Manager--North Asia for CBH Grain Asia

Ltd. As Regional Marketing Manager Wilson is ultimately responsible for all CBH Grain marketing activities in China and Taiwan. Wilson has worked with CBH for 13 years. He was working in Hong Kong office and managing the key account for Wheat, Barley, Oats and Canola customers in China and Taiwan. He is promoting Australian malting and feed barley into the China market.

Before Wilson joined CBH, he has worked in Cargill for the animal protein department. He was promoting Australian Beef in China and Hong Kong market.



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 (AICD).

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Mark Lewis

Chief Commercial Officer,
Riordan Grain Pty Ltd, 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.



He You

Engineer - Beer Branch & Whisky
Committee, China Alcoholic
Drinks Association (CADA)

Mr He You is an accomplished technical expert serving as an Engineer with the *Beer Branch and the Whisky Committee* of the **China Alcoholic Drinks Association (CADA)** – the leading national industry body overseeing the development, regulation, and innovation of China's alcoholic beverages sector.

With a strong technical background and deep understanding of brewing and distilling sciences, Mr He plays a key role in advancing quality standards, technical exchange, and innovation across China's rapidly evolving beer and whisky industries. He contributes to the development of national industry guidelines, supports collaboration between domestic and international producers, and helps facilitate the integration of traditional techniques with modern production systems.

Mr He is actively involved in industry-led initiatives aimed at enhancing product quality, sustainability, and global competitiveness. His work supports CADA's broader mission to strengthen China's position in the global alcoholic beverage market and foster knowledge sharing across international partners.

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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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