



# Practical engagement in the Asian Century: agriculture & food



IPAA 2014  
INTERNATIONAL  
CONFERENCE  
PERTH CONVENTION  
AND EXHIBITION CENTRE  
29 & 30 OCTOBER



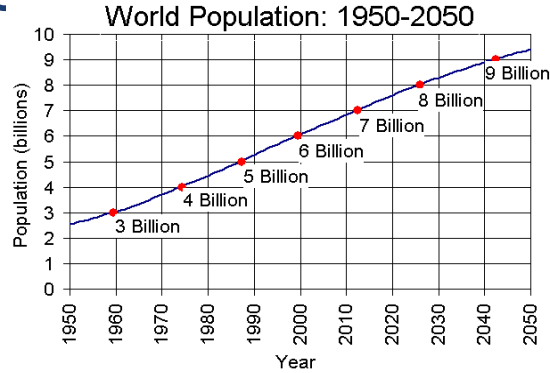
THE SHAPE OF THINGS TO COME



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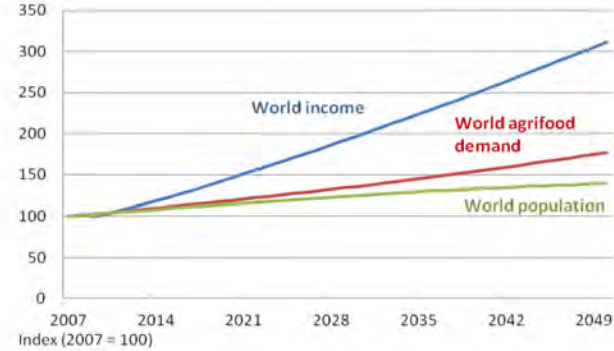


# Why are we engaging with Asia?



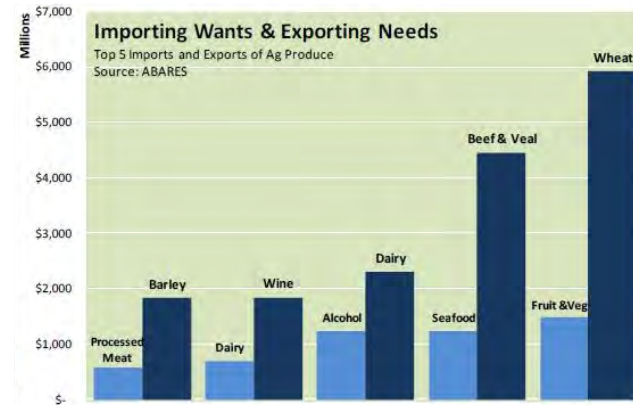
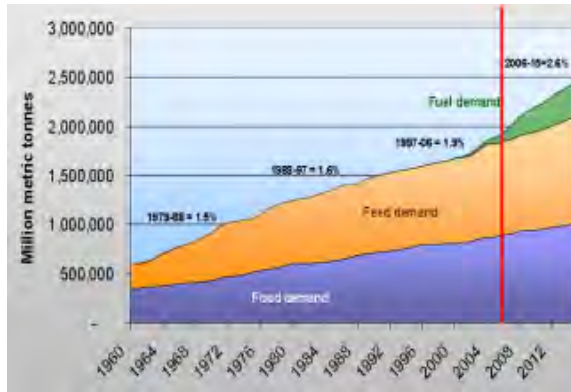
Source: U.S. Census Bureau, International Data Base, August 2006 version.

## World population, income and agrifood demand



Data source: United Nations (2011a), ABARES model output

## Demand for land







# What do we offer?





# What is different when engaging with Asia?

- P2P – People to people
- G2G – Government to Government
- B2B – Business to business







# My approach

