

# South East Asia: Australia's wheat heartland

## Opportunity



South East Asia is Australia's most important market for wheat, representing almost half of all Australian wheat exports. It is vital that Australia actively secures and expands this market as demand and competition grows.

## Response



With the support of GRDC, AEGIC engaged the flour milling industries in Indonesia, Malaysia, Singapore, Philippines, Vietnam and Thailand to identify their wheat quality preferences for a wide range of Asian noodle and bread products.

AEGIC is also conducting collaborative research to optimise the performance of Australian wheat for Asian baking and noodles.

## Industry impact



The Australian wheat industry is empowered to take coordinated action to better align the Australian industry with customer requirements in order to maintain and grow Australian wheat exports to South East Asia.

The value of the South East Asian market is more than \$2.5 billion/year.