

Media release

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Next stop Malaysia for Australia's food and wine group

One of Australian agriculture's most comprehensive trade development programs heads to Malaysia in September for the Australian Food and Wine Collaboration Group's next Taste the Wonders of Australia market access activation.

It's the seventh activation for the Collaboration Group, comprising some of Australia's leading research and development corporations and industry representative groups including Hort Innovation Australia, Dairy Australia, Wine Australia, Meat & Livestock Australia and Seafood Industry Australia.

Over the past three years, the Collaboration Group has held market activations in Thailand, South Korea, Vietnam, Indonesia, Taiwan and Japan.

The Group has met with more than 1,200 trade and government representatives, leveraging the individual sectors' export strengths to deepen industry and government networks, advance bilateral trade and improve market access for the Australian food and wine producers.

Hort Innovation Australia's Dr Mila Bristow said there are two main advantages to the Australian Food and Wine Collaboration Group and the Taste the Wonders of Australia program.

"The first benefit is for the Australian government agencies and in-market trade and food industries, who can engage with Australian food, wine and agriculture working as one united group," Dr Bristow said.

"Whereas most trade discussions and meetings are held with one part of agriculture, or one particular business or entity, the Australian Food and Wine Collaboration Group visits a market as a united, co-ordinated group under the Nation Brand.

"The agencies and businesses in market really value our collaborative effort to present as a group. They get to hear from all of us right across food and wine, all at once. It's vegetables, fruit, nuts, meat, dairy, seafood and wine. It's industry representatives, growers, exporters, all in the one room.

"This strategic, collaborative approach delivers a level of operational efficiency that has become a significant asset in international engagement."

As for the second key advantage, Dr Bristow emphasised the program's unique focus on cultivating long-term partnerships rather than pursuing immediate sales.

"Whereas traditional trade events are primarily commercially driven, our collective initiative seeks to foster enduring connections and mutual growth," Dr Bristow said.

"We are committed to presenting the full spectrum of Australian food and wine as one cohesive entity to enhance trust and transparency with our trading partners. And by prioritising collaboration and shared outcomes, we strengthen the foundation for sustained trade relationships."

Dr Bristow said the Taste the Wonders program, with its workshops and gala dinner, gives the Collaboration Group the opportunity to thank the market, and to build long-term relationships.

"We give people in market a better understanding of why we grow the premium food and wine that we produce and hopefully create an opportunity where they want to buy more."

Destination Number 7: Malaysia

The next market activation will be held in Kuala Lumpur on September 30 and coincides with the 70th anniversary of diplomatic relations between Australia and Malaysia.

Malaysia is Australia's 11th largest trading partner for Australian agriculture in 2024-25 with exports worth \$1.8 billion. With Malaysia's rising affluence, a growing middle class and increasing demand for premium imported goods, the market presents strong potential for growth across Australia's food and wine sectors.

Meat & Livestock Australia Regional Manager for Southeast Asia Valeska said Malaysia is one of Australia's most important trade partners for Australian red meat.

"With Malaysians consuming the highest per capita beef and lamb in Southeast Asia and a growing appetite for premium, nutritious protein, Australian beef and lamb are well-positioned to meet this demand," Ms Valeska said.

"Looking ahead, our goal is to deepen trade relationships, expand awareness of our high-quality, halal-certified products, and support Malaysia's evolving foodservice and retail sectors with consistent, trusted supply."

The Australian Food and Wine Collaboration Group's market activation will take place in Kuala Lumpur on September 29 and 30. Over the two days, the group will hold export market roundtable discussions with industry and government contacts, food and wine workshops with local food industry representatives, a media conference and a Taste the Wonders of Australia Gala Dinner, which showcases the best of Australian food and wine to Malaysian food and trade representatives.

Ms Valeska said the Australian Food and Wine Collaboration Group provides a powerful platform to showcase the best of Australia's premium produce.

"Events in Malaysia allow us to connect directly with trade partners, chefs, and consumers, highlighting the provenance, quality, and versatility of Australia's premium food and wine."

The investment by the Australian Food and Wine Collaboration Group is supported by Agriculture Trade and Market Access Cooperation (ATMAC) grants, with a \$500,000 for the first four export market destinations in 2022-24, and a second grant of \$600,000 to continue the program in 2025-26.

Additional quotes:

Quotes attributable to:

Meat & Livestock Australia Regional Manager for Southeast Asia Valeska

"Malaysia is a vital and dynamic market for Australian red meat, offering strong opportunities for red meat producers," Ms Valeska said.

"Currently, Malaysia is Australia's second-largest red meat export market in Southeast Asia by volume, and we're proud to be the leading supplier of sheepmeat, holding 84 per cent of the market share.

"Australia exported \$119 million worth of beef and \$237 million worth of sheepmeat to Malaysia in 2025."

Quotes attributable to:

Seafood Industry Australia Chief Executive Officer Veronica Papacosta

"Malaysia is a growing destination for Australia's premium seafood exports, especially rock lobster, salmon and sea cucumber," Ms Papacosta said.

"The Food and Wine Collaboration Group offers the opportunity to showcase Australia's high-quality seafood, developing awareness of our unique products and their compatibility with Malaysian cuisine.

"E-commerce channels, including live broadcast sales, have emerged as an important channel for reaching Malaysia's increasingly tech-savvy and affluent consumers."

Quotes attributable to:

Dairy Australia Sustainable International Trade Senior Manager Catherine Taylor

"While the global dairy environment reflects an increasingly volatile trade environment, Malaysia is a close neighbour and an important market for Australian dairy products."

"Our dairy trade relationship with Malaysia extends back to the 1960s and we are delighted that our Scholarship Program, which includes key Malaysian dairy companies, is celebrating its 10th anniversary in 2025.

"We are confident that the relationships we have nurtured in dairy trade in Malaysia will continue to strengthen and we will be able to support Malaysia's growing need for dairy in the future."

Quotes attributable to:

Wine Australia General Manager Market Development Paul Turale

"As Australia's tenth largest market for wine exports by value and the third largest in Southeast Asia, Malaysia represents an important growth opportunity for Australian wine."

"In the 12 months ended June 2025, 131 Australian wineries exported a combined 2.7 million litres of premium wine to Malaysia worth \$42.4million.

"With our geographic advantage in terms of supply, we look forward to continuing to build on the awareness and affinity for Australian wine in Malaysia to support a sustainable and prosperous market for our Australian exporters."

Quotes attributable to:

Horticulture Innovation Australia General Manager, Trade and Biosecurity R&D Dr Mila Bristow

"Malaysia is Australia's 13th largest horticultural export market by value, making it not only an important market for Australian growers but also a big growth opportunity," Dr Bristow said.

"Our counter-seasonal supply, reputation for quality and food safety, and strong bilateral ties - celebrating 70 years this year - make Australian produce a trusted choice for the market.

"From avocados and citrus to cherries and almonds, our products are well-represented in premium Malaysian supermarkets, which we hope to see grow even further in the future."

Media contact details:

For more information or to organise an interview with a representative from the Australian Food and Wine Collaboration Group, contact Natalee Ward, 0408 377 901.