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A Global SOLUTION

Innovation and entrepreneurship have formed the foundations for AGXINTL-AG International and its future growth.

Images by David Phillips

With operations in Australia, Sri Lanka, and India, AGXINTL has taken a multinational and diversified approach to its development. As an international trade and offshore business entity, AGXINTL helps companies around the world reach innovative solutions.

The CEO Magazine sat down with Anton Godfrey, the founder and CEO of AGXINTL, to discuss the company's evolution across the Australasian region.

The CEO Magazine: What inspired you to become an entrepreneur and establish AGXINTL?

Anton: I was first inspired to venture into entrepreneurship in my early twenties when I was given a work assignment dealing with the subject of international trade. The research I conducted in this

field provoked me to think of different and creative ways of improving the development of global markets and the interactions between them.

It was challenging at first, especially during the early stages as I was establishing the company, but I learned through experience and observation. As a result, I have been able to achieve my goal of forming a company that is truly multinational in its approach.

Today, AGXINTL partners with some of the world's leading brands in the resources, trade, energy, pulp and paper, technology, and outsourcing sectors. It is my business philosophy that it is essential to consistently innovate and identify growth opportunities. This philosophy and approach will shape the development and evolution of AGXINTL for years to come. We've already been around for nearly 20 years, and I have to say that I'm very pleased with our

progress. We've created a multimillion-dollar business, with more than 600 people worldwide.

What do you think have been the most significant challenges you've overcome?

Starting the business at the age of 24, with limited experience and qualifications, and establishing the company as a credible entity was one of the major challenges I had to face. However, I remained undaunted in the face of these obstacles, and I approached the risks with a strategic plan of action and confidence in my own abilities.

The primary issue any entrepreneur faces in the early stages of a new venture is trade financing. Accumulating sufficient start-up capital and driving capital into business operations becomes one of the predominant concerns of the entrepreneur at this stage. >

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I was compelled to think of alternative means of acquiring further capital and effectively multiplying revenue. As a solution to this issue, I decided to migrate and establish the company as a global entity. By venturing outside the local and exploring opportunities in other global markets, I was able to ensure the progressive growth of the company.

Diversification of the company portfolio was another approach to addressing this issue. The company specialised in global offshore trade, forming strategic partnerships and backward integration with global brands. The diverse business sectors are in energy, resources, pulp and paper, technology, food and beverage, trade financing, and futures trade.

Through establishing global networks and diversifying the portfolio, I was able to achieve the financial stability and security required to maintain the growth of the company, which is becoming increasingly successful over the years thanks to its ability to adapt and evolve.

What role does innovation play in your company’s operations and direction?

Innovation is the key to any successful business in a market economy. Innovation in products and services alone is insufficient to consolidate a competitive advantage. It is essential that we take it to the next level and be innovative in all business processes, including the fundamental architecture of the business, which determines its development path. Re-evaluating existing business models and re-conceptualising them to afford the optimal levels of cost reduction and consumer satisfaction is pivotal to ensure sustainability, and this approach is adopted by AGXINTL.

In my definition, innovation can be equated to the practice of rationalising processes. By rationalising processes, it is possible to choose the most efficient and cost-effective solution.



Maintaining optimal levels of cost effectiveness in procurement, sales, and marketing and economising logistical challenges are core components in ensuring sustainability.

Hiring and retaining the best in terms of human resources also contributes to the organisation’s growth and continuity. We make a reinvestment in the company by offering continuous training to our employees. This ensures that the entire team shares the common vision and core values of the company.

What is your vision for AGXINTL moving forward?

My vision is to create and do things differently. From an early age, I’ve always surpassed that traditional corporate culture to an entrepreneurial, fast, and risk-taking culture. We have an achievement-orientated culture. That has hugely influenced our values and value base.

It’s not just achievement orientated either. I think we focused more on how we could create a value proposition and company which has the highest level of integrity, trust, and confidence. Those values that we have created have made us a trusted player in the market, and ensured our steady growth across our businesses and arms. It gives us the ability to attract businesses and the ability to work with the top companies and brands in the world. It creates a universal brand proposition and corporate image across the businesses that we operate.

Within the next five years, we want to become the most trusted entity in all the markets that we operate in. We want to increase the skills that we have and develop the intellectual properties that we hold. We want to be

innovative in all our business processes so that we can have that vital competitive advantage.

Most of our employees are shareholders in the company. They’ve got their share options so that they can take ownership of the company and become invested in its future. We like to grow that base so that we can encourage employee engagement and commitment.

We want to grow from a multimillion-dollar business to probably over a billion-dollar business in the next five years. We want to list the company and go for an initial public offering in the next five years also. We are looking at Singapore as one of the options for us because most of our businesses are in South-East Asia. We want to create a board that would take the company forward. We want to give greater ownership to the people and partners whom we work with.

We strongly believe that the strategic position that we are in is crucial to our success. As an Australian entity, with the incredible benefit that ‘Australia’ brings to a brand name for a company, our Western Australian operations will form our base as we grow further into the South-East Asian region.

The Asian region is growing in four major business sectors: energy resources, pulp and paper, global offshore trade, and technology. We looked at these sectors, and we would like to create a strong brand value proposition there.

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