



March 14th

# Opportunities for Australian brands in the U.S. Organic Market - Breakfast Workshop

This event has passed

Get tickets

 Date and time

Thu Mar 14th 2024, 8:00 am - 12:00 pm PDT

 Location

**Sheraton Park Hotel at the Anaheim Resort**  
1855 S Harbor Blvd, Anaheim, CA 92802, USA

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## Event description

The Australian state government of New South Wales (NSW) invites you to join us for a working breakfast focused on outlining the U.S. retail market and how Australian brands can successfully navigate it from both a physical (brick & mortar) and e-commerce lens. If you are not an Australian company and would like to learn more about innovative Australian brands within the U.S. organic and health markets, we also invite you to join and connect with the companies present at our workshop sessions!

Workshops will be led by esteemed guest speakers Jim Wisner (Founder of Wisner Marketing) & Betsy McGinn (Founder of McGinn eComm) who will both deliver interactive sessions overviewing both the opportunities and requirements that global brands should consider when exploring the U.S. retail landscape.

Formal workshop sessions will run from 8AM-11AM PT and will be followed by a brief informal networking session from 11AM-12:00PM PT.



Jim Wisner - Founder of Wisner Marketing



Betsy McGinn - Amazon Guru & Founder of McGinn eComm



**Tickets for good, not greed**  
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