



## CMC International Activity Calendar

*May – December 2018*

| <b>May</b>      |   |
|-----------------|---|
| April 20-May 28 | Bakery Recipe Competition with Bread&Co (Korea)     |
| May 7-30        | Online Recipe Promotion with Xiachufang.com (China) |
| May 3-16        | E Mart E-commerce Promotion (Korea)                 |
| May 9-12        | China Bakery Show (Shanghai, China)                 |
| May 10          | Concentrate/Juice Seminar (Shanghai, China)         |
| May 14-20       | National Nutritional Week (China)                   |
| May 14          | New European Website Launch (Pan-Europe)            |
| May 16-18       | SIAL Trade Show (Shanghai, China)                   |
| May 23-25       | 22nd China Bakery Exhibition (Guangzhou, China)     |
| May 24          | FAS BBQ Garden Party (Berlin, Germany)              |
| May             | Burda Media Cooperation (Poland)                    |
| May             | Retail Promotions (Mexico)                          |
| May             | Facebook Updates (Pan-Europe)                       |
| May             | Bakery Demonstrations (Pune, India)                 |
| May             | Celebrity Chef Influencer Collaboration (India)     |
| May             | PR, Website, and Social Media Updates (India)       |
| <b>June</b>     |   |
| June 1-30       | Retail Promotion at Kims Club (Korea)               |
| June 4          | Nutrition Event US Embassy (Paris, France)          |
| June 5          | Flavor of America/US Embassy (Berlin, Germany)      |
| June 14         | New Cranberry Product Launching at Bread&Co (Korea) |
| June 23-24      | Busan Beer & Wine Festival (Korea)                  |
| June 27         | Independence Day Celebration (Guangzhou, China)     |
| June 28         | Independence Day Celebration (Wuhan, China)         |

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|---------------|---|
| June 29       | Independence Day Celebration (Beijing, China)                                 |
| June          | Retail Promotions (Mexico)  |
| June          | Facebook Ad Campaign (Mexico)   |
| June          | Press Release/Mailing (Germany, France)                                       |
| June          | Pizza Chain Promotion (Beijing, China)  |
| June          | Facebook Updates (Pan-Europe)   |
| June          | PR, Website, and Social Media Updates (India)                                 |
| June          | Celebrity Chef Influencer Collaboration (India)                               |
| June          | Bakery Demonstrations (Delhi; Mumbai; Bangalore, India)                       |
| June          | Retail Promotions (Delhi; Bangalore; Mumbai; Kolkata; Hyderabad; Pune, India) |
| <b>July</b>   |   |
| July 2        | Dried Fruits and Nuts Blogger Workshop (Pan-Europe)                           |
| July          | Facebook Ad Campaign (Mexico)   |
| July          | Facebook Updates (Pan Europe)   |
| July          | Digital health Communication (Korea)  |
| July          | Foodservice Promotion (Korea)   |
| July          | Cranberry Masterclass (Shenyang; Dalian; Harbin, China)                       |
| July          | Online and Offline Event with Quna (Nanjing, Wuxi, Xiameng, China)            |
| July          | Retail Promotions (Delhi; Bangalore; Mumbai; Kolkata; Hyderabad; Pune, India) |
| July          | PR, Website, and Social Media Updates (India)                                 |
| July          | Bakery Demonstrations (Delhi; Mumbai; Bangalore, India)                       |
| <b>August</b> |   |
| August        | Facebook Ad Campaign (Mexico)   |
| August        | Facebook Updates (Pan Europe)   |
| August        | Public Relations Special Event (Mexico)                                       |

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|------------------|---|
| August           | ABC Cooking Studio Promotion (Shanghai, China)                                    |
| August           | Cranberry In-store Promotion with BHC (Anshun, China)                             |
| August           | Bakery Promotion with SABS (Putian, China)  |
| August           | Nutritional Summit by ShethePeople.tv (India)                                     |
| August           | Retail Promotions (Delhi; Bangalore; Mumbai; Kolkata; Hyderabad; Pune, India)     |
| August           | Bakery Demonstrations (Delhi; Mumbai; Bangalore, India)                           |
| August           | PR, Website, and Social Media Updates (India)                                     |
| <b>September</b> |   |
| September 3      | Nutritionist Twitter Chat (India)   |
| September 18-20  | China Fruit Juice Conference (Xi'an, China)                                       |
| September        | Cranberry Masterclass (Xi'an, China)  |
| September        | Bakery Demonstrations (Delhi; Mumbai; Bangalore; Hyderabad; Kolkata; Pune, India) |
| September        | Retail Promotions (Delhi; Bangalore; Mumbai; Kolkata; Hyderabad; Pune, India)     |
| September        | Women Writer's Fest by ShethePeople.tv (India)                                    |
| September        | PR, Website, and Social Media Updates (India)                                     |
| September        | Cranberry Technical Utilization Seminars (India)                                  |
| September        | Cranberry Health Benefit Seminars (Delhi; Mumbai, India)                          |
| September        | Mixology and Culinary Competition (Delhi, India)                                  |
| <b>October</b>   |   |
| October          | Bakery Promotion with Sunflour (Shanghai, China)                                  |
| October          | Berlin Food Week (Germany)  |
| October          | Online Promotion with Dougou.com (China)  |
| October          | Facebook Ad Campaign (Mexico)   |
| October          | Retail Promotions (Delhi; Bangalore; Mumbai; Kolkata; Hyderabad; Pune, India)     |
| October          | PR, Website, and Social Media Updates (India)                                     |

|                 |   |
|-----------------|---|
| October         | Bakery Demonstrations (Hyderabad; Kolkata; Pune, India)                             |
| <b>November</b> |   |
| November 8-11   | Seoul Café Show 2018 (Korea)  |
| November 13-15  | FHC Trade Show (Shanghai, China)  |
| November 14     | Concentrate/Juice Seminar (Shanghai, China)   |
| November        | Facebook Ad Campaign (Mexico)   |
| November        | Festival Gift Promotion with Baking China   |
| November        | Bakery Promotion with Bread Talk (Shenzhen; Guangzhou; Foshan; Dongguan, China)     |
| November        | Bakery Demonstrations (Hyderabad; Kolkata; Pune, India)                             |
| November        | Event with Chef Vicky Ratnani (India)   |
| November        | Retail Promotions (India)   |
| November        | PR, Website, and Social Media Updates (India)                                       |
| <b>December</b> |   |
| December        | PR, Website, and Social Media Updates (India)                                       |
| December        | Facebook Ad Campaign (Mexico)   |
| December        | UpperCrust Food and Wine Show incl. Mixology & Culinary Competition (Mumbai, India) |
| December        | Women Writer's Fest by ShethePeople.tv (India)                                      |
| December        | Bakery Demonstrations (Hyderabad; Kolkata; Pune, India)                             |
| December        | Cranberry Technical Utilization Seminar (Mumbai, India)                             |
| December        | Wechat Moments Online Advertisement (China)   |

**Other Major Activities:**

USAEDC Attaché Conference – July 11-12, 2018

CMC Summer Meeting – August 15-16, 2018

USAEDC Fall Workshop – November 14-15, 2018