



2019 International Activity Calendar

January 1 –December 31, 2019

January	
January - December	Social media, Website, SEO/SEM Promotions (India)
January 14	USDA Cooperator Meeting (Shanghai, China)
February	
February	Bakery Carnival (India)
February 9	American Consulate Fair (Mumbai, India)
February - December	PR Campaign (India)
February - December	Ole Supermarkets Cooking Class (Chongqing, Chengdu, China)
March	
March - April	Bakery Carnival (India)
March - April	Majha House Promotional Event (Amristar, India)
March 13 - 17	AAHAR – The International Food and Hospitality Fair, Influencer Engagement (India)
March - April	Trade Meetings: Visit to Azadpur and Khari Baoli Markets (New Delhi, India)
March 18-20	FIC Trade Show (Shanghai, China)
March	Cranberry Menu Promotion (Ningbo, China)
March	ATO Beijing Bakery Promotion (Taiyuan, Qingdao,
March	Cranberry Night at Tailor Bar (Shanghai, China)
March	Guiyang In-store Promotion (Guiyang, China)
April	
April 1-4	The 8th China Master Bartender Final Competition 2019 (Shanghai, China)
April - December	Bakery Training with Betty's Kitchen (Wuhan, China)

April	Retail Promotions at Azadpur Market, Khari Baowli Market, APMC Vashi Market, Navi Mumbai & Crawford Market (Delhi and Mumbai, India)
April - December	QSP Shipment/Storage/Delivery (China)
April - March	ABC Cooking Studio Promotion (Shanghai, China)
April - July	Cranberry Beverage Consumer Campaign (China)
April	Amazon Jungle Adventure Cooking Class (Shanghai, China)
May	
May - June	Corporate Event: Medical Patient Seminars at Fortis (India)
May - June	Ice Cream Carnival collaboration (India)
May - September	Modern Retail Promotions (India)
May - November	Restaurant Promotions (India)
May	Celebrity Chef Cooking Class (India)
May -November	Celebrity Chef, Social Media Engagement (India)
May 6-9	China Bakery Show (Shanghai, China)
May 14-16	SIAL Trade Show (Shanghai, China)
May 19-21	China Bakery Exhibition (Guangzhou, China)
May - December	Bakery Training with All China Bakery Association (Wuxi, Guangzhou, Shanghai, China)
June	
June - December	Influencer social media engagement (India)
June	Fortis Healthcare Promotional Activity (India)
June	Pizza Chain Promotion (Beijing, China)
June	Independence Day Celebration (Guangzhou, Wuhan, Beijing, Shenyang, China)
June	Collaboration with Chinese Nutrition Society (Beijing, China)
July	
July	Celebrity Chef Cooking Class (India)

July	Online and Offline Event with Quna (Nanjing, Wuxi, Xiameng, China)
July	Weibo Campaign with SINA (China)
August	
August - November	School Carnival Promotions (India)
August	Influencer Social Media Engagement (India)
August	Cranberry Cocktail Master Class (Shenyang, Changchun, Dalian, China)
September	
September - October	Trade Activation: Visit to Azadpur Market, New Delhi and Khari Baoli Market, New Delhi (New Dehli, India)
September 19 - 21	SIAL Food Exhibition and Influencer Engagement (India)
September - October	Majha House Event (Amristar, India)
September - October	Residential Welfare Association Promotion (India)
September - December	Festival Gift Development with All China Bakery Association (China)
September	China Juice Conference (Xi'an, China)
September	Douguo.com Online Promotion (China)
October	
October	Reverse Trade Mission (India)
October	Sampling Activities at Retail Locations (India)
October - November	Bakery Cooking Class & Home Baker Promotion (India)
October	Shanghai Health Science Technology Association Forum (Shanghai, China)
November	
November 12-14	FHC Trade Show (Shanghai, China)
November	Dineout Promotion (India)
November	Bakery In-store Promotion with Bread Talk (Shenzhen, Guangzhou, Foshan, Dongguan, China)
November	Hema Fresh Online and Offline Promotion (China)
December	

December	UpperCrust Food & Wine Exhibition and Influencer Engagement (India)
December	Corporate Events (India)
December	Online Advertisement on Wechat Moments (China)
December	Shenyang Dietitian Association Annual Forum (Shenyang, China)
December	Media Appreciation Event (Shanghai, Beijing, Guangzhou, China)

Other activities:

CMC Winter Board Meeting – February 12-13

USAEDC Attaché Seminar – July 10-11

USAEDC November Workshop – November 19-20

**CMC China activities will resume upon completion of the registration and compliance with China's foreign NGO law.*