



2019 International Activity Calendar

September 1-December 31, 2019

September	
August 13 – September 13	Online Cranberry Recipe Promotion with SINA (China)
September 10	Festival Gift Development with All China Bakery Association (Beijing, China)
September 14	Majha House Event: Baithak – Celebrating Faiz Ahmad Faiz (Amirstar, India)
September - October	Trade Activation: Visit to Azadpur Market, New Delhi and Khari Baoli Market, New Delhi (New Dehli, India)
September 16 - 20	US Cranberries, Highbush Blueberries, and Pecans Health Benefits Seminar (Changsha, Hangzhou, and Nanjing, China)
September 18 - 19	2019 China Juice Conference (Xi'an, China)
September 19 - 21	SIAL Food Exhibition and Influencer Engagement (India)
September 25	Cranberry Promotion at Bakery Industry Development Forum with the All China Bakery Association (Qingdao, China)
September 28	Majha House Event: Inquilab – A Conversation with Professor S Irfan Habib (Amirstar, India)
September	Cranberry cooking class with Ole Supermarkets (China)
September	Pastry and Bakery Technology Training Courses with Angel Yeast (China)
September - October	Residential Welfare Association Promotion (India)
September-December	Bakery collaboration with Little Black Book (India)
September-October	Collaboration with celebrity chef (India)
September	Douguo.com Online Promotion (China)
October	
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:

USAEDC November Workshop – November 19-20