



2020 International Activity Calendar

January 2020–December 2020

January	
January 12	2020 Annual Forum with Shenyang Dietitian Association (Shenyang, China)
January 14	U.S. Cranberry Recipe Promotion on Kuaishou (China)
January-December	Social Media Engagement on Facebook/Twitter/Instagram (India)
January-December	Social Media Engagement on Weibo/WeChat (China)
February	
February	QSP Shipment, Storage, and Delivery (China)
February-March	WeChat Ads for Cranberry Beverage Promotion (China)
February-December	Cranberry Beverage Technical Meetings (China)
February-December	Key Opinion Leader (KOL) Social Media Collaboration (China)
March	
March 3-7	AAHAR International Food and Hospitality Fair (Delhi, India)
March 17-19	FIC Trade Show (Shanghai, China)
March	Chef Engagement and Beverage Recipe Creation for Holi (India)
March - April	Wholesale Market Promotions (Delhi and Mumbai, India)
March-December	Cranberry Consumer Campaign with Tea Chains (China)
March-December	Health Focused Advertising and Consumer PR (India)
March-December	Celebrity Engagement (China)
March-December	Influencer Engagement (India)

March-December	Health and Nutrition Public Lectures (Shandong Province, China)
April	
April	Trade Meetings with CMC Representatives (India)
April 2020-March 2021	ABC Cooking Studio Promotion (Shanghai, China)
April-May	E-Commerce Promotions with Flipkart, Big Basket, Grofers, and/or Amazon Now (India)
April-May	In-Store Retail Promotions with Walmart, Reliance Smart, Reliance Market, Spar, Spencer's, and/or More Retail
April-May	Advertising and Consumer PR Campaign (India)
April-September	Health Professional Engagement with the National Institute of Nutrition and the Indian Dietetic Association (India)
April-December	Online Promotion with SINA Weibo (China)
April-December	Health Benefits Promotions with Nutrition Associations (China)
May	
May 7-9	Bakery China Show (Shanghai, China)
May 13-15	SIAL Trade Show (Shanghai, China)
May 20-22	China Bakery Exhibition (Guangzhou, China)
May-June	Qiangan & Bonu Pizza College (Shanghai, China)
May-July	Cranberry Concentrate/Puree Beer Partnership (Guangzhou, China)
June	
June, 2020-March, 2021	Shanghai Fashion Drinks Competition (HOTLEX) (Shanghai, China)
June	Cranberry Beverage Promotion with Hey_Yo (China)
June-July	Recipe Promotion with Douguo.com (China)
July	
July-September	Cranberry In-store Promotions in Guizhou Province (Guiyang and Duyun, China)

July-August	Cranberry Menu Promotion (Dalian, China)
July	Online Promotion with Bilibili (China)
August	
August	2020 China Fruit and Vegetable Juice Industry Summit (China)
August	Nutritious Food and Functional Beverage Technology Summit and Expo (Guangzhou, China)
August	Cranberry Video Production and Promotion with Cat's Kitchen (China)
August-September	QSP Shipment, Storage, and Delivery (India)
August-September	Online and Offline Event with Quna (Hangzhou, Wuhan, and Chengdu, China)
August-September	Online Promotion with Douban (China)
September	
September	Cranberry Menu Promotion with Element Fresh (Shanghai, China)
September- October	Online Promotion with TikTok (China)
September- October	Wholesale Market Promotion for Diwali (Delhi and Mumbai, India)
September- October	In-Store Retail Promotions with Walmart, Reliance Smart, Reliance Market, Spar, Spencer's, and/or More Retail
September- October	E-Commerce Promotions with Flipkart, Big Basket, Grofers, and/or Amazon Now (India)
September- November	Advertising and Consumer PR Campaign (India)
October	
October 12-14	Ice Cream China Trade Show (Tianjin, China)
October	Food and Beverage Manufacturing Technology Summit (Shanghai, China)

October-November	Cranberry In-store Promotion with Cityshop (Shanghai, China)
October-December	Bakery Promotions (India)
November	
November 10-12	Food and Hotel China Trade Show (Shanghai, China)
November	Diwali Promotions with Retailers (India)
November	Annual Forum with Shanghai Health Science Technology Association (Shanghai, China)
December	
December	2020 Annual Forum with Shenyang Dietitian Association (Shenyang, China)
December	In-Store Retail Promotions (India)
December	Annual Forum Dietitian Work Association of Hunan Province (Changsha, China)
December	Academic Exchange Conference with Zhejiang Province Nutrition Society (Nanjing, China)
December	E-Commerce Promotions (India)
December	Advertising and Consumer PR Campaign (India)

Other activities:

CMC Winter Meeting – February 6-7

USAEDC July Attaché Conference – July 8-9

CMC Summer Meeting – August 10-11

USAEDC November Workshop – November 17-19