



**US CRANBERRIES**  
America's Original Superfruit®

## 2020 International Activity Calendar

*April 2020–December 2020*

<b>April</b>	
April-June	Tiktok Online Promotion (China)
April 7	Cooperator Call with MC Richey (China)
April	Cranberry PR Event (China)
April-May	WeChat Ads Campaign (China)
April-May	Online Recipe Promotion with Douguo.com (China)
April-August	SINA Online Promotion (China)
<b>May</b>	
May	Online Promotion with Douban (China)
May 27-28	2020 Shanghai Pizza Master Competition Eastern China Final Competition (China)
May-December	ABC Cooking Studio Promotion (China)
<b>June</b>	
June 7-July 15	Recipe Promotion with Tag Taste (India)
June 28-30	FIC Trade Show (Shanghai, China)
June-December	Cranberry Consumer Campaign with Tea Chains (China)
<b>July</b>	
July	Cat's Kitchen Online and Offline Promotion (China)
July 21-24	Bakery China Show (Shanghai, China)
July	Online and Offline Event with Quna (China)
July-August	E-Commerce Promotion with Big Basket and Walmart (India)
July-August	Influencer Engagement Campaign (India)
<b>August</b>	
August	2020 China Fruit and Vegetable Juice Industry Summit (China)

August	Digital Ads Around Raksha Bandhan Holiday (India)
August-September	Promotion with Haldiram's (India)
August-September	Video Promotion with Food Food Network (India)
<b>September</b>	
September 28-30	SIAL Trade Show (China)
September-October	Wholesale Market Promotion for Diwali (India)
September-October	In-Store Retail Promotions (India)
September-October	E-Commerce Promotions (India)
September-November	Advertising and Consumer PR (India)
<b>October</b>	
October 12-14	Ice Cream China Trade Show (China)
October	Food and Beverage Manufacturing Technology Summit (China)
October	Nutritious Food and Functional Beverage Technology Summit and Expo (China)
October-November	Cranberry In-store Promotion with Cityshop (Shanghai, China)
October-December	Celebrity Engagement (China)
October	Cranberry Beverage Promotion with Hey_Yo (China)
October-December	Bakery Promotions (India)
October-December	Health Professional Engagement (India)
October-December	Culinary Training Workshops (India)
<b>November</b>	

November 10-12	Food and Hotel China Trade Show (Shanghai, China)
November	Diwali Promotions with Key Retailers (India)
November-December	Health Benefits Promotions with Nutrition Associations (China)
<b>December</b>	
December	Cranberry In-store Promotions in Guizhou Province (China)
December	Cranberry Menu Promotion with Element Fresh (Shanghai, 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 (India)

**Other activities:**

USAEDC July Attaché Conference (Virtual) – July 7-9

CMC Summer Meeting (Virtual) – August 10-11

USAEDC November Workshop – November 17-19