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# ACTIVITY PLAN GREATER CHINA & SOUTHEAST ASIA

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PRESENTING TO:

**Member Meeting**

**July 23, 2024**

CONTACT:

**Christopher Beros**

# 2024/25 ACTIVITY PLAN

July 2024 – California Wine Month, Hong Kong

September 2024 – L3 Capstone Launch, Hong Kong

September 23, 2024 – CA Wine Month Tasting /Seminar, Hangzhou, China

September 25, 2024 – CA Wine Month Tasting /Seminar, Wuhan, China

September 27 2024 – CA Wine Month Tasting /Seminar, Chengdu, China

October 22, 2024 – Vintners' Tour, Taipei

October 25, 2024 – Vintners' Tour, Singapore

October 28, 2024 – Vintners' Tour, Bangkok

November 5-10, 2024 – China International Import Expo (CIIE), Shanghai

November 12-14, 2024 – ProWine China, Shanghai

# 2024/25 ACTIVITY PLAN (CONTINUED)

January 2025 – Capstone Educators Trip, California

March 2025 – China Drinks Fair (Tangjiuhui) Shangri-La Hotel, Chengdu, China

March/April 2025 – Costco promotions, Taiwan

April, 2025 – Industry Meeting, Hong Kong

April 2025 – Capstone L3 workshop, Singapore

April 2025 – California Wine Month/Retail, Singapore

May 9-11, 2025 – Wine to Asia, Shenzhen

June 2025 – Top Wine China, Beijing

July 2025 – California Wine Month, Hong Kong

November 2025 – Global Buyers Marketplace

TBD – Asia Buyers Marketplace, Bangkok or Singapore

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**THANK YOU**

