

phd



# China Events Calendar 2019





# January

| MONDAY                                                    | TUESDAY                                     | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY                    | SUNDAY                                                                                                                |
|-----------------------------------------------------------|---------------------------------------------|-----------|----------|--------|-----------------------------|-----------------------------------------------------------------------------------------------------------------------|
|                                                           | 1<br>New Year<br>Double Egg Shopping Season | 2         | 3        | 4      | 5                           | 6<br>Bird's Nest Ice and Snow Festival<br>Harbin International Ice and Snow Festival<br>Xiamen International Marathon |
| 7                                                         | 8                                           | 9         | 10       | 11     | 12                          | 13                                                                                                                    |
| 14                                                        | 15                                          | 16        | 17       | 18     | 19<br>NetEase Kaola Days    | 20                                                                                                                    |
| 21<br>Tmall CNY Promo<br>Taobao CNY Promo<br>JD CNY Promo | 22                                          | 23        | 24       | 25     | 26<br>Winter School Holiday | 27                                                                                                                    |
| 28                                                        | 29                                          | 30        | 31       |        |                             |                                                                                                                       |

| Event                                     | Start date | End date |
|-------------------------------------------|------------|----------|
| Beijing Bird's Nest Ice and Snow Festival | 05 JAN     | 23 FEB   |
| NetEase Kaola Days                        | 18 JAN     | 20 JAN   |
| Tmall CNY Promotion                       | 21 JAN     | 31 JAN   |
| Taobao CNY Promotion                      | 21 JAN     | 02 FEB   |
| JD CNY Promotion                          | 21 JAN     | 15 FEB   |
| Winter School Holidays                    | 26 JAN     | 24 FEB   |

Public Holidays

Popular International/Regional Events

eCommerce Activities

\*

Subject to change by event organizers

Foreign Inspired Celebrations

Ongoing event

Non-PH Chinese Festivals/Celebrations

Single day event





| MONDAY                | TUESDAY | WEDNESDAY                                   | THURSDAY                                  | FRIDAY                          | SATURDAY                                           | SUNDAY |
|-----------------------|---------|---------------------------------------------|-------------------------------------------|---------------------------------|----------------------------------------------------|--------|
|                       |         |                                             |                                           | 1                               | 2                                                  | 3      |
| 4<br>Chinese New Year | 5       | 6                                           | 7                                         | 8                               | 9                                                  | 10     |
| 11                    | 12      | 13<br>Guangzhou Spring Festival Flower Fair | 14<br>Valentine's Day<br>Lantern Festival | 15                              | 16                                                 | 17     |
| 18                    | 19      | 20                                          | 21                                        | 22<br>JD Spring Butterfly Promo | 23<br>Suning Guimi Days<br>YHD Women in Love Promo | 24     |
| 25                    | 26      | 27<br>Lefeng Peach Blossom Days             | 28                                        |                                 |                                                    |        |

| Event                                 | Start date | End date |
|---------------------------------------|------------|----------|
| Chinese New Year                      | 04 FEB     | 10 FEB   |
| Guangzhou Spring Festival Flower Fair | 13 FEB     | 03 MAR   |
| Lantern Festival                      | 14 FEB     | 16 FEB   |
| JD Spring Butterfly Promotion         | 22 FEB     | 08 MAR   |
| Suning Guimi Days                     | 23 FEB     | 09 MAR   |
| YHD Women in Love Promotion           | 23 FEB     | 08 MAR   |
| Lefeng Peach Blossom Days             | 27 FEB     | 31 MAR   |

Public Holidays

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| 「March」                                                       |         |           |                                          |                                                         |                                                    |                                                 |
|---------------------------------------------------------------|---------|-----------|------------------------------------------|---------------------------------------------------------|----------------------------------------------------|-------------------------------------------------|
| MONDAY                                                        | TUESDAY | WEDNESDAY | THURSDAY                                 | FRIDAY                                                  | SATURDAY                                           | SUNDAY                                          |
|                                                               |         |           |                                          | 1<br>Jumei Annual Sale<br>Miya Diaper Shopping Festival | 2<br>Chinese Super League (Football)*              | 3                                               |
| 4<br>Meituan Annual Sale                                      | 5       | 6         | 7<br>Baidu Nuomi Girl's Day              | 8<br>Taobao Life Day (The Goddess Day)<br>Women's Day   | 9                                                  | 10                                              |
| 11<br>Gome Black Day                                          | 12      | 13        | 14<br>White Day<br>China Restaurant Week | 15<br>World Consumer Rights Day                         | 16                                                 | 17<br>Chinese Medicine Day<br>St. Patrick's Day |
| 18                                                            | 19      | 20        | 21<br>Alibaba Qianghuo Day               | 22                                                      | 23<br>Formula E<br>Shanghai Peach Blossom Festival | 24<br>Zheng-Kai International Marathon          |
| 25<br>China Fashion Week*<br>Chongqing International Marathon | 26      | 27        | 28<br>Shanghai Fashion Week*             | 29                                                      | 30                                                 | 31                                              |

| Event                             | Start date | End date |
|-----------------------------------|------------|----------|
| ● Miya Diaper Shopping Festival   | 01 MAR     | 04 MAR   |
| * Chinese Super League (Football) | 02 MAR     | 11 NOV   |
| ● Meituan Annual Sale             | 04 MAR     | 08 MAR   |
| China Restaurant Week             | 14 MAR     | 24 MAR   |
| Shanghai Peach Blossom Festival   | 23 MAR     | 20 APR   |
| * China Fashion Week              | 25 MAR     | 01 APR   |
| Chongqing International Marathon  | 25 MAR     | 31 MAR   |
| * Shanghai Fashion Week           | 28 MAR     | 03 APR   |

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● Single day event





| MONDAY                                                                                             | TUESDAY                    | WEDNESDAY | THURSDAY                      | FRIDAY                            | SATURDAY                                                                                                | SUNDAY                                                                                     |
|----------------------------------------------------------------------------------------------------|----------------------------|-----------|-------------------------------|-----------------------------------|---------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| 1<br>April Fool's Day                                                                              | 2                          | 3         | 4                             | 5<br>Qingming Festival            | 6                                                                                                       | 7<br>Health Day                                                                            |
| 8                                                                                                  | 9                          | 10        | 11<br>Beijing Music Festival* | 12<br>NBA Playoffs<br>F1 Shanghai | 13<br>Chinese Grand Prix<br>Shanghai International Half Marathon<br>Hangzhou Strawberry Music Festival* | 14                                                                                         |
| 15<br>Beijing International Film Festival*<br>Canton Fair<br>Wuhan Marathon*                       | 16<br>Gome 418 Annual Sale | 17        | 18<br>VIP.com 419 Annual Sale | 19                                | 20                                                                                                      | 21<br>Color Run Hangzhou *<br>Beijing Run The Great Wall Marathon<br>Midi Music Festival * |
| 22<br>Earth Day                                                                                    | 23                         | 24        | 25                            | 26                                | 27                                                                                                      | 28                                                                                         |
| 29<br>Shanghai Strawberry Music Festival *<br>Beijing Strawberry Music Festival *<br>Art Beijing * | 30                         |           |                               |                                   |                                                                                                         |                                                                                            |

| Event                                | Start date | End date |
|--------------------------------------|------------|----------|
| * Beijing Music Festival             | 11 APR     | 30 APR   |
| ● NBA Playoffs                       | 13 APR     | 07 MAY   |
| ● F1 Shanghai                        | 13 APR     | 15 APR   |
| * Hangzhou Strawberry Music Festival | 14 APR     | 15 APR   |
| Beijing International Film Festival  | 15 APR     | 22 APR   |
| Canton Fair                          | 15 APR     | 05 MAY   |
| ● Gome 418 Annual Sale               | 16 APR     | 19 APR   |
| ● VIP.com 419 Annual Sale            | 18 APR     | 21 APR   |
| * Midi Music Festival                | 21 APR     | 01 MAY   |
| * Shanghai Strawberry Music Festival | 29 APR     | 01 MAY   |
| * Beijing Strawberry Music Festival  | 29 APR     | 01 MAY   |
| * Art Beijing                        | 29 APR     | 02 MAY   |

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➤ Ongoing event

● Non-PH Chinese Festivals/Celebrations

▬ Single day event





| MONDAY                                         | TUESDAY                         | WEDNESDAY                              | THURSDAY | FRIDAY                                      | SATURDAY                           | SUNDAY                                                                                               |
|------------------------------------------------|---------------------------------|----------------------------------------|----------|---------------------------------------------|------------------------------------|------------------------------------------------------------------------------------------------------|
|                                                |                                 | 1<br>Labour Day<br>Great Wall Marathon | 2        | 3                                           | 4<br>Youth Day                     | 5<br>Colour Run Chengdu*                                                                             |
| 6                                              | 7                               | 8<br>Curling World Cup - Final         | 9        | 10<br>Dianping/Baidu Nuomi 517 Foodie Fest. | 11                                 | 12<br>Dalian International Marathon*                                                                 |
| 13<br>Mother's Day                             | 14                              | 15                                     | 16       | 17                                          | 18<br>Great Wall Festival          | 19<br>National Tourism Day<br>Chengdu Strawberry Music Festival*<br>Xi'an Strawberry Music Festival* |
| 20<br>520' Day<br>Xi'an Women's Half Marathon* | 21<br>YHD Baotuan Day           | 22                                     | 23       | 24                                          | 25<br>IAAF Diamond League Shanghai | 26<br>Wuhan Strawberry Music Festival*<br>Shunfeng Annual Sale                                       |
| 27                                             | 28<br>China Open (Table Tennis) | 29                                     | 30       | 31                                          |                                    |                                                                                                      |

| Event                                 | Start date | End date |
|---------------------------------------|------------|----------|
| Curling World Cup - Final             | 08 MAY     | 12 MAY   |
| Dianping/Baidu Nuomi 517 Foodie Fest. | 10 MAY     | 18 MAY   |
| Great Wall Festival                   | 18 MAY     | 22 MAY   |
| * Chengdu Strawberry Music Festival   | 19 MAY     | 20 MAY   |
| * Xi'an Strawberry Music Festival     | 19 MAY     | 20 MAY   |
| * Wuhan Strawberry Music Festival     | 26 MAY     | 27 MAY   |
| China Open (Table Tennis)             | 28 MAY     | 02 JUN   |

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Single day event





| MONDAY                                | TUESDAY                     | WEDNESDAY            | THURSDAY      | FRIDAY                                                                 | SATURDAY                                                 | SUNDAY                                                                                        |
|---------------------------------------|-----------------------------|----------------------|---------------|------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------------------------------------------------------------|
|                                       |                             |                      |               |                                                                        | 1<br>Children's Day<br>JD 618 Festival<br>Tmall Fan Days | 2                                                                                             |
| 3                                     | 4                           | 5<br>Environment Day | 6<br>RED Sale | 7<br>Dragon Boat Festival<br>Hangzhou Xixi Dragon Boat Race<br>Gaokao* | 8                                                        | 9<br>Color Run Beijing*<br>Changsha Strawberry Music Festival*                                |
| 10<br>Lanzhou International Marathon* | 11<br>Shanghai TV Festival* | 12                   | 13            | 14                                                                     | 15<br>Meituan Summer Holiday and School Promotion        | 16<br>Shanghai International Film Festival*<br>VIP.com Mid-Year Promotion Day<br>Father's Day |
| 17                                    | 18                          | 19                   | 20            | 21<br>Summer Solstice                                                  | 22                                                       | 23                                                                                            |
| 24                                    | 25                          | 26                   | 27            | 28                                                                     | 29                                                       | 30<br>Color Run Shenyang*                                                                     |

| Event                                         | Start date | End date |
|-----------------------------------------------|------------|----------|
| ● JD 618 Festival                             | 01 JUN     | 20 JUN   |
| ● Tmall Fan Days                              | 01 JUN     | 18 JUN   |
| * Gaokao                                      | 07 JUN     | 09 JUN   |
| * Changsha Strawberry Music Festival          | 09 JUN     | 10 JUN   |
| * Shanghai TV Festival                        | 11 JUN     | 15 JUN   |
| ● Meituan Summer Holiday and School Promotion | 15 JUN     | 10 SEP   |
| * Shanghai International Film Festival        | 16 JUN     | 25 JUN   |

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# July

| MONDAY                                                       | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY                                           |
|--------------------------------------------------------------|---------|-----------|----------|--------|----------|--------------------------------------------------|
| 1<br>Music In the Summer Air (MISA)*<br>YHD Annual Sale Days | 2       | 3         | 4        | 5      | 6        | 7<br>Secoo Annual Sale<br>Summer School Holidays |
| 8                                                            | 9       | 10        | 11       | 12     | 13       | 14                                               |
| 15<br>Suning Mid-Year Promotion Days                         | 16      | 17        | 18       | 19     | 20       | 21                                               |
| 22                                                           | 23      | 24        | 25       | 26     | 27       | 28                                               |
| 29                                                           | 30      | 31        |          |        |          |                                                  |

| Event                            | Start date | End date |
|----------------------------------|------------|----------|
| * Music In the Summer Air (MISA) | 01 JUL     | 16 JUL   |
| YHD Annual Sale Days             | 01 JUL     | 11 JUL   |
| Summer School Holidays           | 07 JUL     | 31 AUG   |
| Suning Mid-Year Promotion Days   | 15 JUL     | 17 JUL   |

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| MONDAY | TUESDAY | WEDNESDAY                 | THURSDAY                    | FRIDAY | SATURDAY                             | SUNDAY                                     |
|--------|---------|---------------------------|-----------------------------|--------|--------------------------------------|--------------------------------------------|
|        |         |                           | 1                           | 2      | 3<br>Gome Men's Day                  | 4                                          |
| 5      | 6       | 7<br>Qixi Festival        | 8<br>National Fitness Day   | 9      | 10                                   | 11<br>Qingdao International Beer Festival* |
| 12     | 13      | 14<br>VIP.com Sajiao Days | 15<br>Hungry Ghost Festival | 16     | 17                                   | 18<br>Suning Annual Sale                   |
| 19     | 20      | 21                        | 22                          | 23     | 24                                   | 25<br>Vertical Run Beijing*                |
| 26     | 27      | 28                        | 29                          | 30     | 31<br>2019 FIBA Basketball World Cup |                                            |

| Event                                 | Start date | End date |
|---------------------------------------|------------|----------|
| * Qingdao International Beer Festival | 11 AUG     | 25 AUG   |
| ● VIP.com Sajiao Days                 | 14 AUG     | 16 AUG   |
| ● 2019 FIBA Basketball World Cup      | 31 AUG     | 15 SEP   |

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|--------|---------------------------------------------------------------|-----------|----------|---------------------------|---------------------------------------------------------------|--------------------------|
|        |                                                               |           |          |                           |                                                               | 1                        |
| 2      | 3<br>Victory Day                                              | 4         | 5        | 6                         | 7<br>JZ Festival*                                             | 8<br>Color Run Shanghai* |
| 9      | 10<br>Teacher's Day<br>Shanghai Tourism Festival              | 11        | 12       | 13<br>Mid-Autumn Festival | 14                                                            | 15                       |
| 16     | 17                                                            | 18        | 19       | 20                        | 21                                                            | 22                       |
| 23     | 24<br>Gome Super Welfare Day<br>VICTOR China Open (Badminton) | 25        | 26       | 27                        | 28<br>China Open (Tennis)<br>Women's World Cup (Table Tennis) | 29                       |
| 30     |                                                               |           |          |                           |                                                               |                          |

| Event                            | Start date | End date |
|----------------------------------|------------|----------|
| * JZ Festival                    | 07 SEP     | 09 SEP   |
| Shanghai Tourism Festival        | 10 SEP     | 06 OCT   |
| VICTOR China Open (Badminton)    | 17 SEP     | 22 SEP   |
| China Open (Tennis)              | 28 SEP     | 06 OCT   |
| Women's World Cup (Table Tennis) | 28 SEP     | 30 SEP   |

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| October                                                                          |                                 |           |                 |                                                                |                                                         |        |
|----------------------------------------------------------------------------------|---------------------------------|-----------|-----------------|----------------------------------------------------------------|---------------------------------------------------------|--------|
| MONDAY                                                                           | TUESDAY                         | WEDNESDAY | THURSDAY        | FRIDAY                                                         | SATURDAY                                                | SUNDAY |
|                                                                                  | 1<br>National Day / Golden Week | 2         | 3               | 4                                                              | 5                                                       | 6      |
| 7<br>Rolex Shanghai Masters (Tennis)<br>Chongyang Festival (Double 9th Festival) | 8                               | 9         | 10              | 11<br>Shanghai Fashion Week*                                   | 12                                                      | 13     |
| 14                                                                               | 15                              | 16        | 17              | 18<br>Vanci Annual Sale<br>ITTF Women's Table Tennis World Cup | 19<br>Shanghai International Arts Festival*             | 20     |
| 21<br>Vertical Run Shanghai*                                                     | 22                              | 23        | 24              | 25<br>ITTF Men's Table Tennis World Cup                        | 26<br>Shanghai Comic Convention*<br>China Food Festival | 27     |
| 28<br>Miya Annual Sale                                                           | 29                              | 30        | 31<br>Halloween |                                                                |                                                         |        |

| Event                                                                                                          | Start date | End date  |
|----------------------------------------------------------------------------------------------------------------|------------|-----------|
|  National Day / Golden Week | 01 OCT     | 07 OCT    |
| Rolex Shanghai Masters (Tennis)                                                                                | 07 OCT     | 13 OCT    |
| * Shanghai Fashion Week                                                                                        | 11 OCT     | 17 OCT    |
|  Vanci Annual Sale          | 18 OCT     | 20 OCT    |
| ITTF Women's Table Tennis World Cup                                                                            | 18 OCT     | 20 OCT    |
| * Shanghai International Arts Festival                                                                         | 19 OCT     | 22 NOV    |
| ITTF Men's Table Tennis World Cup                                                                              | 25 OCT     | 27 OCT    |
| * Shanghai Comic Convention                                                                                    | 26 OCT     | 28 OCT    |
| China Food Festival                                                                                            | 26 OCT     | 28 OCT    |
|  Miya Annual Sale         | 28 OCT     | 31 OCT    |
| CBA (Basketball) League                                                                                        | OCT        | MAY, 2020 |

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|-------------------------------------------------------------------------------------------|---------|-------------------------------------------|----------|--------------------------------------|---------------------------|-------------------------------------------------|
|                                                                                           |         |                                           |          | 1                                    | 2                         | 3                                               |
| 4                                                                                         | 5       | 6<br>China Masters (Badminton)            | 7        | 8                                    | 9<br>Dangdang Annual Sale | 10<br>6 Hours of Shanghai<br>Shanghai Biennale* |
| 11<br>Double 11 / Single's Day<br>Single's Day Sale<br>Shanghai International<br>Marathon | 12      | 13                                        | 14       | 15                                   | 16                        | 17                                              |
| 18                                                                                        | 19      | 20<br>Yangmatou Black<br>Friday Sale Days | 21       | 22<br>Thanksgiving Day<br>Red Friday | 23                        | 24                                              |
| 25                                                                                        | 26      | 27                                        | 28       | 29                                   | 30                        |                                                 |

| Event                            | Start date | End date |
|----------------------------------|------------|----------|
| China Masters (Badminton)        | 6 NOV      | 11 NOV   |
| Yangmatou Black Friday Sale Days | 20 NOV     | 30 NOV   |
| Red Friday                       | 22 NOV     | 27 NOV   |

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Ongoing event

Single day event





# 「December」

| MONDAY                           | TUESDAY | WEDNESDAY       | THURSDAY        | FRIDAY | SATURDAY             | SUNDAY                                         |
|----------------------------------|---------|-----------------|-----------------|--------|----------------------|------------------------------------------------|
|                                  |         |                 |                 |        |                      | 1<br>Ximalaya 123 Knowledge eCommerce Festival |
| 2                                | 3       | 4               | 5               | 6      | 7                    | 8<br>VIP.com Annual Sale                       |
| 9                                | 10      | 11              | 12<br>Double 12 | 13     | 14                   | 15                                             |
| 16                               | 17      | 18              | 19              | 20     | 21<br>YHD Flash Sale | 22<br>Winter Solstice                          |
| 23<br>Double Egg Shopping Season | 24      | 25<br>Christmas | 26              | 27     | 28                   | 29                                             |
| 30                               | 31      |                 |                 |        |                      |                                                |

| Event                                     | Start date | End date     |
|-------------------------------------------|------------|--------------|
| Ximalaya 123 Knowledge eCommerce Festival | 01 DEC     | 03 DEC       |
| VIP.com Annual Sale                       | 08 DEC     | 10 DEC       |
| Double Egg Shopping Season                | 23 DEC     | 02 JUN, 2020 |

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