


## WEBINARS

# BEYOND LUNAR NEW YEAR: UNDERSTANDING HOLIDAY-DRIVEN BUSINESS RHYTHMS IN CHINA, TAIWAN & KOREA

Wednesday, Jun 10, 2026 | 10:00 AM - 11:00 AM
Registration: Thursday, Mar 19 - Wednesday, Jun 10, 2026
Riverside | United States of America

https://www.wusata.org/e/0CQXMC0

## EVENT DETAILS

Presented by Bryant Christie Inc.,

This webinar is designed for exporters of food and specialty agricultural products based in the Western United States who are interested in entering or expanding in China, Taiwan, and South Korea. While many exporters are familiar with the commercial impact of Lunar New Year, numerous other cultural holidays and seasonal events shape purchasing cycles, retail promotions, and foodservice demand throughout the year. This session will provide a practical overview of how major holidays influence buying behavior, distribution timelines, and marketing strategies across these East Asian markets.

Participants will gain insight into the timing of key holidays such as Mid-Autumn Festival, Chuseok, Dragon Boat Festival, Singles' Day, and regional gift-giving traditions. The webinar will also explore how importers, retailers, and e-commerce platforms align promotions and inventory planning with these cultural moments. The session will conclude with practical guidance on how exporters can align product launches, promotional campaigns, and shipment schedules to better match holiday-driven demand cycles in these markets.

### Detailed Webinar Overview:

1. Welcome and Opening Remarks
    - Introduction
    - Brief overview of objectives and what attendees can expect
2. Why Cultural Holidays Matter for Exporters
    - How holiday calendars shape annual purchasing cycles
    - Importance of aligning export planning with regional business rhythms
3. Major Holiday-Driven Demand Periods in East Asia
    - Lunar New Year and pre-holiday gifting demand
    - Mid-Autumn Festival gift boxes and premium food categories
    - Dragon Boat Festival seasonal food traditions
    - Chuseok in Korea and harvest-season gift sets
4. Retail and E-Commerce Promotion Cycles
    - Major promotional events such as Singles' Day (11.11) in China
    - Retail campaign planning tied to cultural celebrations
    - Role of online platforms in seasonal promotions
5. Gift-Giving Culture and Product Positioning
    - Importance of premium packaging and presentation
    - Popular food categories used for gifting
    - Cultural expectations around quality, symbolism, and presentation

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373

6. Planning Shipments and Inventory Around Holiday Cycles

- Lead times for importers and distributors
- Managing shipping schedules ahead of peak demand periods
- Avoiding delays caused by holiday closures

7. Market Differences Across China, Taiwan, and Korea

- Differences in holiday traditions and consumer behavior
- Market-specific opportunities for U.S. agricultural products

8. Practical Exporter Strategies

- Timing product launches with holiday promotions
- Coordinating with distributors for seasonal campaigns
- Building long-term sales calendars around cultural demand cycles

10. Q&A

- Open floor for participant questions

11. Closing Remarks & Next Steps

- Summary of key takeaways
- Upcoming WUSATA events
- Invitation to one-on-one consulting

**Participants will be able to:**

1. Understand how cultural holidays and seasonal events shape business cycles in China, Taiwan, and South Korea.

2. Identify key holidays beyond Lunar New Year that influence food purchasing and gifting demand in East Asian markets.

3. Recognize how retailers and e-commerce platforms structure promotions around major cultural events.

4. Learn how gift-giving traditions influence product positioning, packaging, and pricing strategies.

5. Plan export shipments and inventory timing to align with holiday-driven demand periods.

6. Understand differences in holiday traditions and commercial rhythms between China, Taiwan, and Korea.

7. Apply practical strategies for aligning marketing campaigns and product launches with cultural sales cycles.

8. Improve export planning by incorporating regional holiday calendars into annual sales and distribution strategies.