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## April 2021

### Company News

April has traditionally been our busiest month of the year. Trade show season in Hong Kong and China have brought all the major buyers to the region to visit Hong Kong and Canton trade shows. The shows will be remote/virtual, and whilst we've participated in them, we've not really enjoyed the experience half as much as those in-person events.

Whilst our clients can't visit, the shows are on at this time for a good reason. We are far enough into the year to have concrete plans and this is a core Buying Season for Promotional Products. Our team are visiting the Yiwu Physical Trade show multiple times each week, and we have visited factories on an increased basis after the Chinese New Year rush.

Freight continues to be a significant issue with costs fluctuating, and we had a minor scare with the Suez Canal crisis.

### Marketing & Industry Trends

At ODM, we are always looking for and sharing with you innovative products and trends to help promote your brand. This month, we would like to share how you can enhance your company's promotional capabilities with this promotional portable power bank!

[Boost Your Brand's Power with this Promotional Portable Power Bank](#)

This month our team at ODM has written over 50 different blogs on various promotional gifts, POS displays and many more. Check out the Top 5 Blogs here!

### [1 - 5 Ways Innovative Custom Packaging Ideas Promote Better Branding](#)

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### [2 - 5 Simple Yet Winning Beverage Promotion Ideas to Boost Sales](#)



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### [3 - 20 Brilliant Virtual Event SWAG Ideas That Will Hook Attendees](#)



[4 - What Makes These LED Light Coasters with Logo Perfect for Marketing?](#)



[5 - Promotional Notebook with Logo: How To Reach The Digital Generation](#)



### **Mergers & Acquisitions**

- [Grossman Marketing Group Acquires PCI Creative](#)
- [PF Concept Acquires T Shirt & Sons](#)
- [NAJC Acquires Knobby Krafters](#)
- [Geiger Acquires GiveMeFive.Com](#)
- [PE Firm Completes Acquisition of S&S Activewear](#)

### **Events in March**

- [St. Patrick's Day](#)
- [International Women's Day](#)
- [World Book Day 2021](#)
- [World Water Day](#)
- [Puppy Day](#)
- [International Whiskey Day](#)

### **Upcoming Events in April**

- [Children's Book Day](#)
- [World Party Day](#)
- [Beer Day](#)
- [Internet of Things](#)
- [Pet Day](#)

- [Hong Kong & Canton Fair Virtual Shows](#)

## Branding Tips & Tricks

### [Laptop Bag with Logo: 5 Ways to Connect with Employees](#)

In this blog, we introduce 5 ways that you can use to connect effectively with your employees in the workplace. Included in the blog is a 3-in-1 laptop that will make an excellent gift to perfectly convey your appreciation to your employees.



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