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## January 2021



## Company News

From our team here at ODM and Mindsparkz, we would like to wish you a Happy Lunar New Year.

This month our colleagues at the new sourcing hub in Yiwu visited the Yiwu Market, the largest wholesale market of small commodities. Due to current travel restrictions, our team is lucky to have access to this market at any time.

We foresee this being extremely advantageous as we are able to communicate with vendors in person, as well as having access to brand new promotional products. The market spans 4 million square metres and hosts 62,000 booths, providing an excellent choice of products.

The Spring Festival holiday runs from February 11th-17th but the officially designated 40-day travel season will begin on January 28th and go on till March 8th.

According to the National Health Commission, the Chinese government has provided free Covid-19 testing for those made to undergo compulsory testing. However, Spring Festival travellers will have to foot the nucleic acid test bill themselves.

## Marketing & Industry Trends

At ODM, we are always looking for and sharing with you top products and trends to help promote your brand. With summer quickly approaching, we would like to share with you 10 promotional items for your

## [10 Promotional Items for Summer to Brighten Up Your 2021](#)



### **Top 5 Blogs of The Month**

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

#### [1 - Foreign Trade: Current Shipping Container Rates Have Soared 4 Times](#)



#### [2 - Charging Table Tent Sign: Innovative Advertising Idea for Restaurants](#)



[3 - 6 Pro Tips for Creating Awesome Corporate Gift Boxes](#)



[4 - Custom Commemorative Coins: Collecting Them Makes CENTS!](#)



### [5 - 5 Easy Tips to Make Your Custom Promotional Items Extraordinary.](#)



### **Mergers & Acquisitions**

- Private Equity Firm Acquires S&S Activewear

### **Events & Trade Shows**

- Shenzhen Online Mega Expo

### **Branding Tips & Tricks**

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