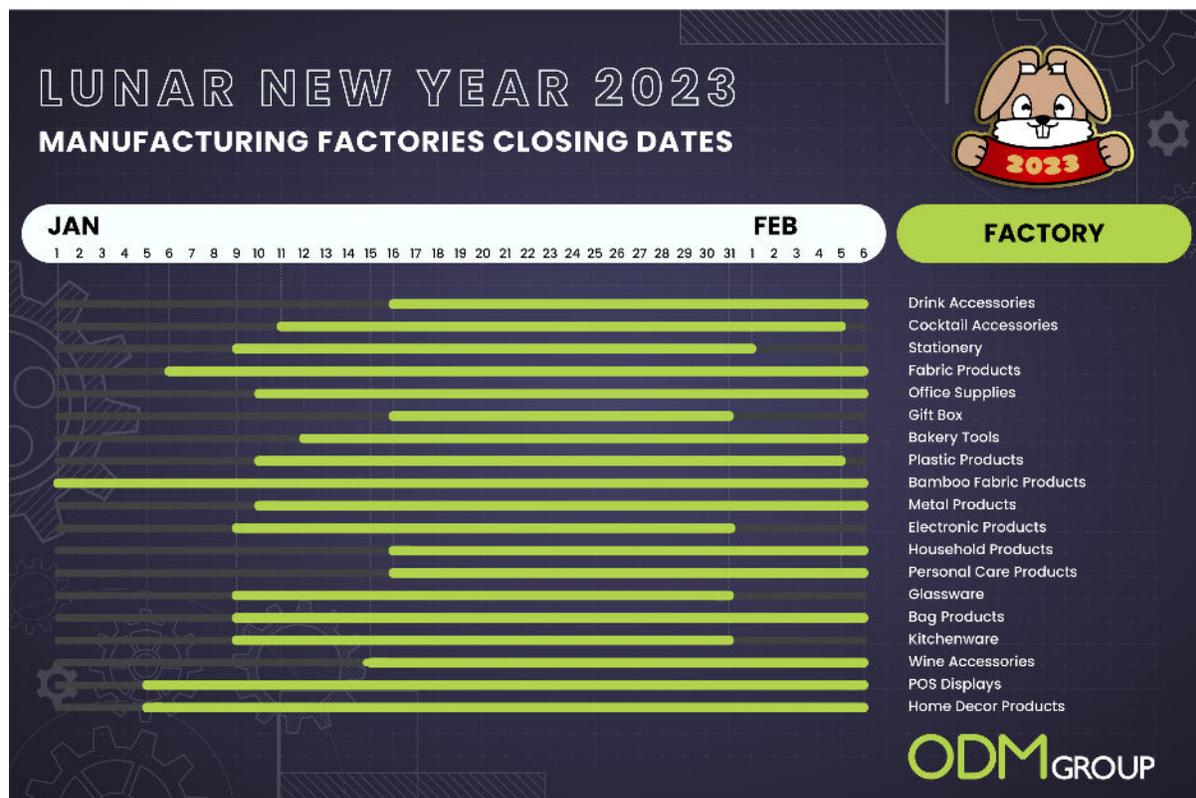


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November 2022 Newsletter from ODM

Chinese New Year 2023 is fast approaching! Factories close for very varied periods of time so we decided to make a graph to give you a good indication of closing dates. Do you know what will happen with your production lines?

Plan accordingly. Get your materials prepared. [Click here to learn more!](#)



Upcoming Events in November

Check out other key events this month to help you plan your marketing schedule accordingly. For the complete list, take a look at our [editorial calendar](#).

- November 3 — [Project Management Day](#)

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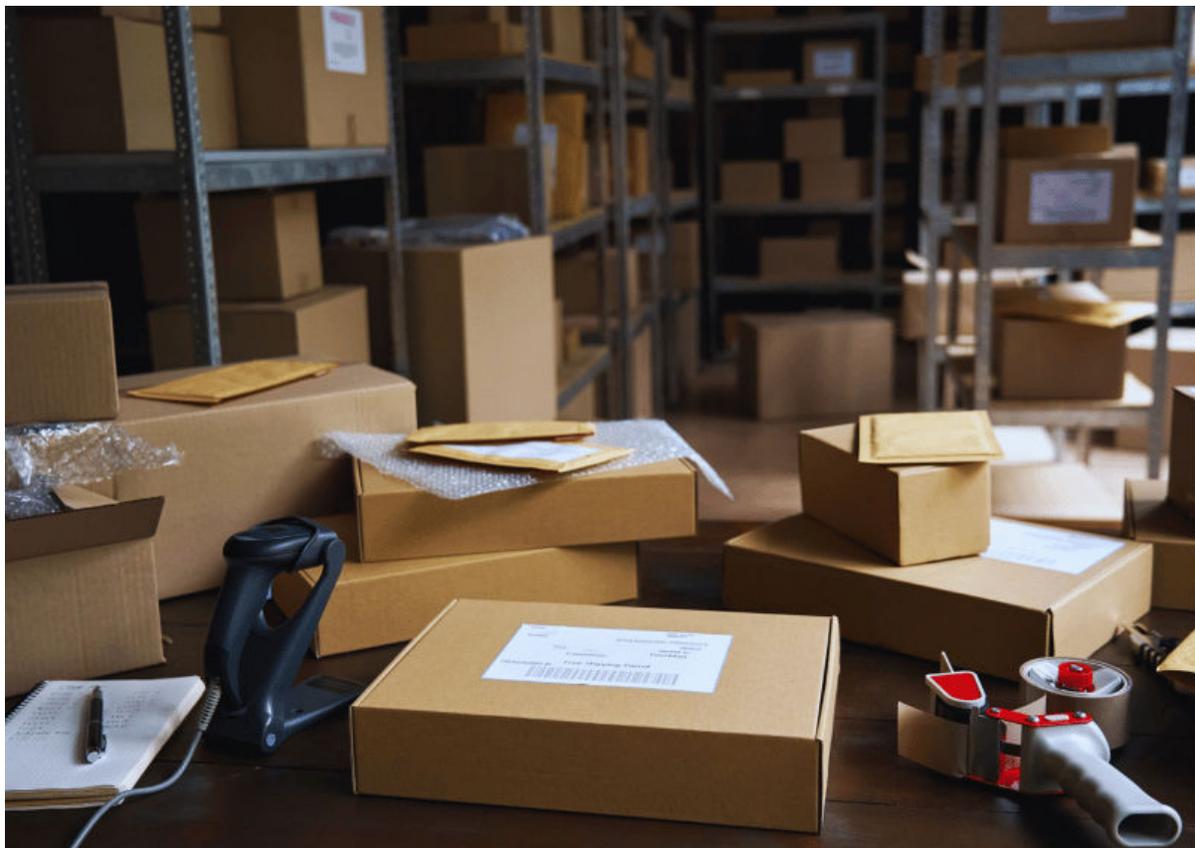
- [November 8 — Cappuccino Day](#)
- [November 11 — Singles' Day](#)
- [November 15 — Entrepreneur's Day](#)
- [November 20 — Universal Children's Day](#)
- [November 26 — Shopping Reminder Day](#)

Marketing & Industry Trends

China offers a large pool of low-cost labour, as well as access to raw materials and other inputs. Therefore, the country has become a popular destination for international companies to outsource their promotional products.

However, sending samples in and out of the country has been challenging as changes in regulations can arise anytime. Here are the things you should know when considering sourcing your products in China.

[Sending Samples to China: Top 4 Things You Should Know](#)



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For October, our team has produced 57 new articles featuring various in-store and online promotions, new and innovative promotional merchandise ideas, as well as industry news! Check our top 5 articles below:

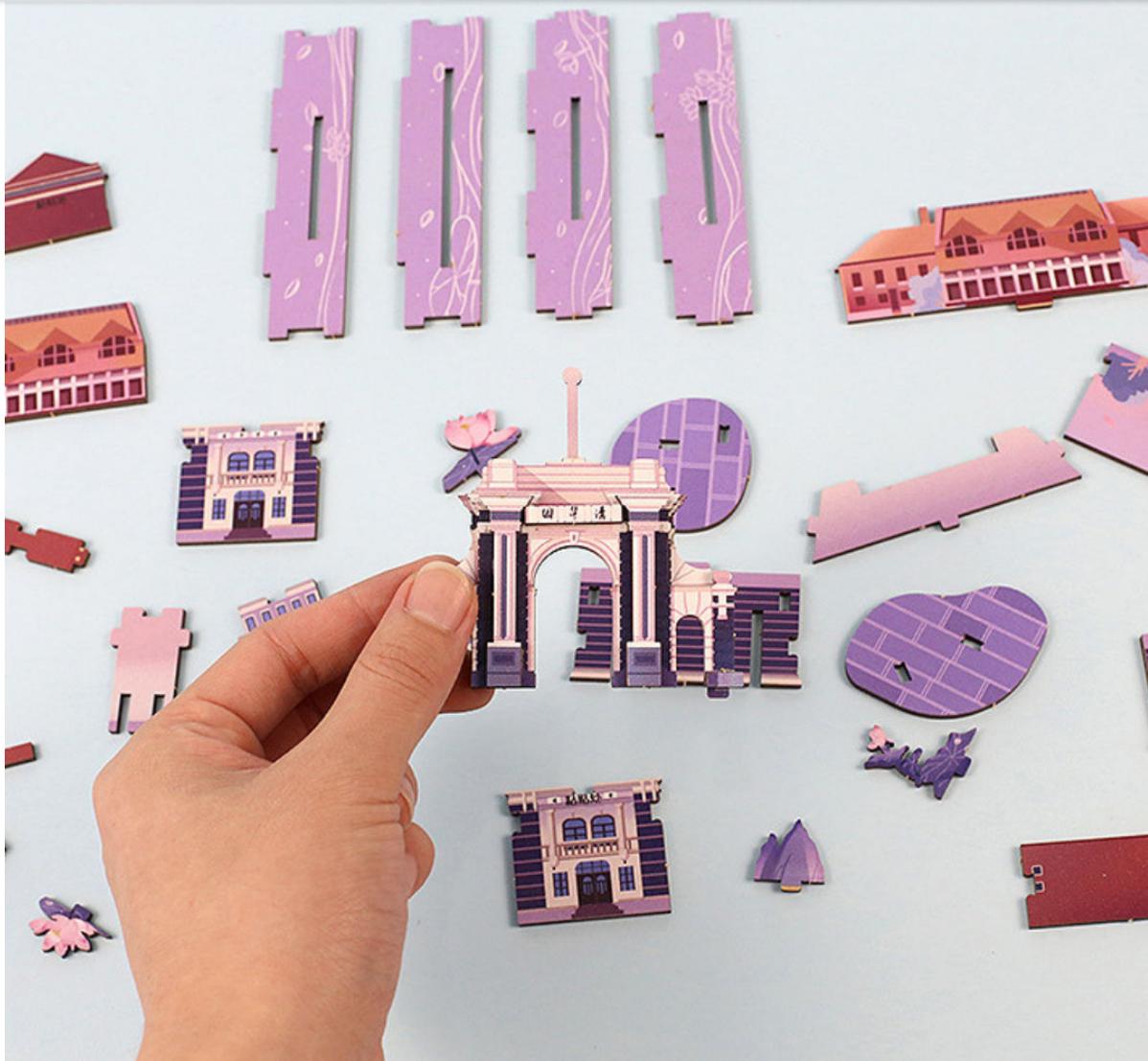
1. [Street Furniture Advertising: Converting Passers-By Into Customers](#)



2. [#FeedYourImagination: How Kellogg's Use Prize Promotion in Marketing?](#)



3. [5 Reasons Flatpacks Are the Perfect Branded Company Souvenirs](#)



4. [Edible Ink Printing: A Unique Way to Build Presence in F&B Industry](#)



5. [Customized Utility Keychain: Keep Your Brand Handy In Customers' Pockets!](#)

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Mergers, Acquisitions & News

- [Gallant Capital Partners Acquires SupplyLogic WebbMason](#)
- [China's Factory Activity Set to Stall in October](#)
- [British Pound Rises, Bond Yields Fall as UK Overhauls Controversial Tax-Cutting Plans.](#)
- [China's Chip Imports Shrank 13 Per Cent from January to September as the US Ratchets Up the Pressure in the Tech War](#)
- [Europe Gas Set for Weekly Loss as Weather Delays Heating Demand](#)

Branding Tips and Tricks

A memorable brand is an influential purchase decision factor that will stay with consumers for the long haul. In this blog, we dived into the roles of a brand experience agency and the creation of

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[Brand Experience Agency: How Can You Build An Unforgettable Brand?](#)



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