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January 2023 Newsletter from ODM

Welcome to that critical [post-Christmas/ pre-CNY](#) almighty rush in the Promotional Products space. To compound issues, pretty much everyone connected to us has had Covid over the holidays, but we are now back to full force on our team.

Upcoming Events in January

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

- [January 1 - Bloody Mary](#)
- [January 3 - Drinking Straw Day](#)
- [January 7 - Bobblehead Day](#)
- [January 11 - World Sketchnote Day](#)
- [January 13 - Stickers Day](#)
- [January 15 - Hat Day](#)
- [January 19 - Tin Can Day](#)
- [January 24 - Beer Can Appreciation Day](#)
- [January 28 - International Lego Day](#)
- [January 29 - Puzzles Day](#)

Marketing & Industry Trends

With global warming worsening at an alarming rate, more and more people are doing the Earth a favour by cutting down on plastics and promoting eco-friendly alternatives. And so should you! With that said, why not jump on the custom bamboo products trend?

[Why Go Green and Jump On the Custom Bamboo Products Trend](#)

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Top 5 Magazine Articles from the Month of December

For December, our team has produced 50 new articles featuring various in-store and online marketing campaigns, fun and innovative promotional merchandise ideas, industry news and many more! Check our top 5 articles below:

1. [2023 Public Holidays in APAC Countries You Should Not Miss!](#)



2. [Custom Lego Bricks Supplier: What Makes Bricks Farm A Fun Promo?](#)



3. [Marketing Budgets 2023: Out With the Old, In With the New!](#)

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4. [Chinese New Year Factory 2023 Dates: How to Plan for Shutdown?](#)

CHINA 2023

31st Dec 2022 - 2nd Jan 2023 New Year's Day	21st - 27th Jan Lunar New Year	8th Mar Women's day (half day)
5th Apr Qingming Festival	1st - 3rd May Labour Day	22nd Jun The Dragon Boat Festival
29th - 30th Sept Mid Autumn Fest	2nd - 4th Oct National Day	25th Dec Christmas Day

5. [Foldable Outdoor Blanket: A Must-Have Merch for Outdoor People](#)

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Mergers, Acquisitions & News

- [TSC Inc. Makes Third Acquisition](#)
- [Promo Executives: China COVID Outbreaks Threaten Supply Chain, Inventory](#)
- [China December Factory Activity Extends Declines on COVID Surge](#)
- [Cluj-Napoca: Europe's Fastest Growing City Making Strides in Automation](#)
- [European Shares Start 2023 on an Upbeat Note on Encouraging Factory Data](#)

Branding Tips & Tricks

The industry has seen the rise of sustainability marketing for years and it's here to stay. To kickstart your own sustainable in-store marketing campaign, we listed tips you can utilise in this blog below.

[4 Reasons Havaianas Sustainable Marketing Campaign Worked!](#)



Thanks for reading, and we would love to hear your feedback. Let's stay connected!



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