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## April 2023 Newsletter from ODM

This is an exciting month for us! Trade Show season in Hong Kong and China has always been April and October, and shows are bouncing back with a vengeance. We will be spending time at HK and Canton fairs over the next few weeks to reconnect with suppliers and customers. Are you in the region, and would you like to meet up?

### Key Events in April

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](#).

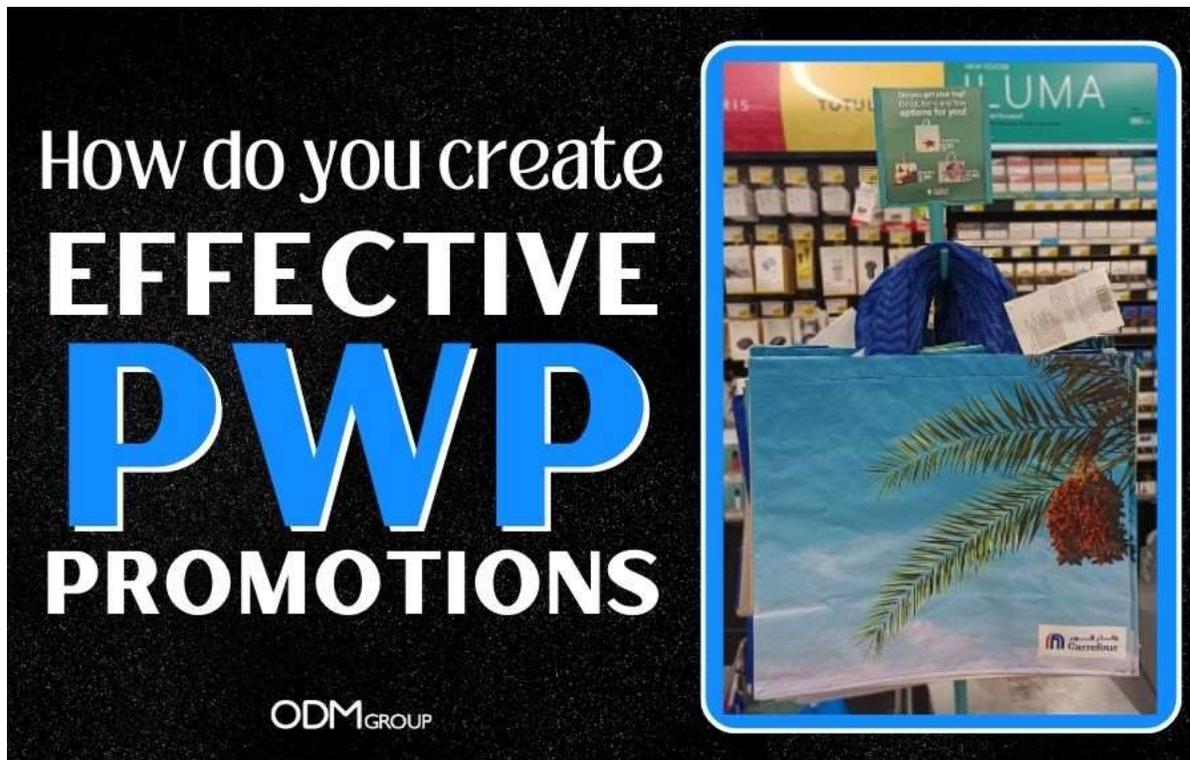
- [April 1 - April Fool's Day](#)
- [April 2 - Children's Book Day](#)
- [April 3 - World Party Day](#)
- [April 6 - Army Day](#)
- [April 7 - National Beer Day](#)
- [April 9 - Internet of Things Day](#)
- [April 9 - Easter Sunday](#)
- [April 11 - National Pet Day](#)
- [April 14 - National Anime Day](#)
- [April 22 - Earth Day](#)
- [April 30 - International Jazz Day](#)

### Marketing & Industry Trends

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that keeps customers coming back for more.

[Purchase with Purchase Promotions | Get More Brand Exposure](#)



### Top 5 Magazine Articles from the Month of March

For March, our team has produced 68 new articles featuring various in-store marketing campaigns from around the world! Check our top 5 articles below:

1. [Top 6 Benefits of Custom Waterproof Backpack Covers](#)

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**Power Up  
Brand Visibility  
with**

**WATERPROOF  
BACKPACK  
COVERS**

2. [#FlyBetter: Emirates Airline Marketing Ideas to Enhance Experiences](#)

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**How do  
UNIQUE EXPERIENCES  
power up**

**Emirates AIRLINE MARKETING?**

The Emirates A380 experience

ALL BUS A380-800

3. [How To Audit a Factory: Key Steps, Tips and Considerations](#)

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# HOW TO CONDUCT A MANUFACTURING AUDIT?

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4. [Forest Signage for Advertising: A Comprehensive Guide](#)



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# HOW TO MAXIMIZE BRAND VISIBILITY WITH FOREST SIGNAGES?

5. [Drinks Mixing GWP: Branded Cocktail Muddlers and 8 More Ideas!](#)



## Mergers, Acquisitions & News

- [Foxtrot Marketing Group CEO Buys the Company](#)
- [Brussels wants businesses to offer consumers right to repair | Euronews](#)
- [EU countries seek legal option to stop Russian LNG imports | Reuters](#)
- [China's industrial profits slump deepens on soft demand, high costs | Reuters](#)
- [Friendly Reminder To Promo Pros: What You Do Matters](#)

## Branding Tips & Tricks

Add an element of surprise and intrigue to your promotional products with the use of thermochromic or photochromic materials that respond to changes in temperature and light in real time. Know more details about this visually appealing decoration method here:

[Color Changing Promos: What is Thermochromic Ink?](#)

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



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