

The ODM Group's Monthly Newsletter For June - Marketing Procurement

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June 2023 Newsletter from ODM

The ODM offices in Zhuhai, China and Hong Kong will be closed on June 22nd, 2023, to observe the Dragon Boat Festival. Our office in Vietnam will remain open to attend to your inquiries and special requests.

May the dragon boats guide you towards success, and may the festive atmosphere fill your hearts with joy and laughter.

Read about the significance of this event here:

[Dragon Boat Festival 2023: Why People Celebrate this Public Holiday in China?](#)





Key Events in June

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](#).

- [June 1 - International Children's Day](#)
- [June 3 - World Bicycle Day](#)
- [June 5 - World Environment Day](#)
- [June 10 - World Gin Day](#)
- [June 14 - World Bourbon Day](#)
- [June 18 - International Picnic Day](#)
- [June 19 - Martini Day](#)
- [June 21 - Go Skateboarding Day](#)
- [June 22 - Dragon Boat Festival](#)
- [June 27 - Sunglasses Day](#)
- [June 30 - Cream Tea Day](#)

Marketing & Industry Trends

Following our coverage of Hong Kong, Canton, and Shenzhen trade shows in April and May, we took in another major show in Vietnam.

Expos attract industry professionals, potential customers, and key decision-makers, all gathered under one roof. This concentration of relevant individuals creates an ideal environment for marketing, as exhibitors can directly engage with their target market, build relationships, and generate leads.

Check out what's inside the largest and leading exhibition of the Textile and Garment industry in Southeast Asia — Saigontex 2023.

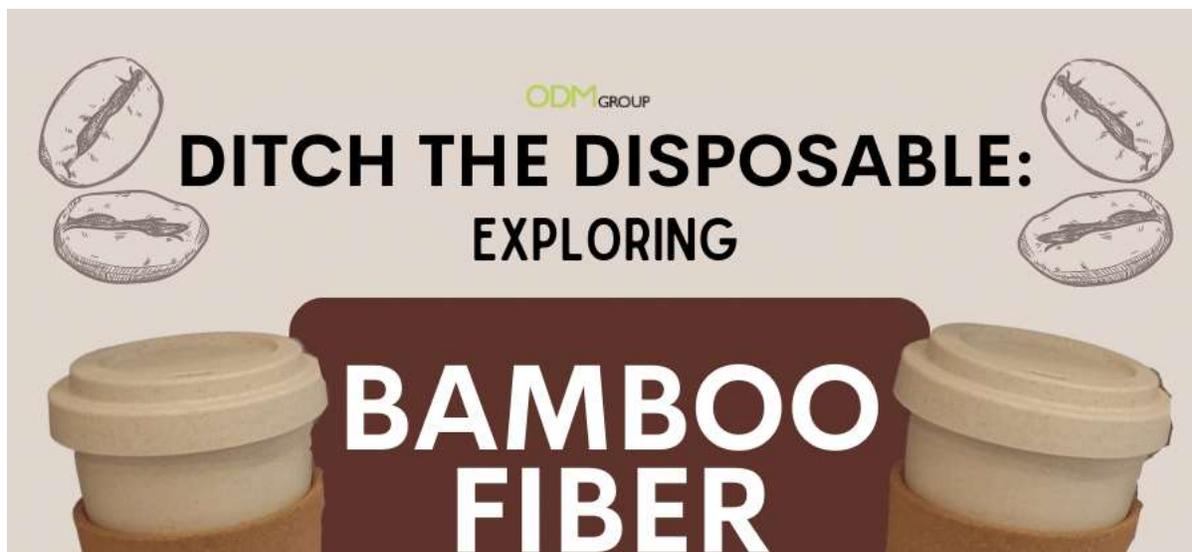
[SaigonTex 2023: What Does Textile and Garment Expo in Vietnam Have to Offer?](#)



Top 5 Magazine Articles from the Month of May

For May, our team has produced 60 new articles featuring new and innovative merchandise ideas, industry insights and various in-store marketing campaigns from around the world! Check out our top 5 articles below:

1. [4 Quick Tips to Leverage Custom Bamboo Fiber Mugs to the Fullest](#)





2. [Beverage Advertising Strategy: How can Fridge Handle Unlock Success?](#)



3. [Custom 3D Metal Puzzles: 5 Marketing Benefits of These Brain Teasers](#)





4. [Harnessing Nature's Potential: What Are Bio-Based Materials?](#)



5. [POSM Procurement Partner: Your Guide to Success in Retail Space](#)





Mergers, Acquisitions & News

- [Acquisition Creates Combined Distributorship With Forecasted \\$16 Million in Revenue](#)
- [Tests Show Some Next Level Apparel Fabric Originated from Xinjiang](#)
- [Diving into Diversification: Expanding Your Business into New Markets - Industry Europe](#)
- [New branch of the world's leading trade fair transport logistics Southeast Asia bringing the global industry together at the number one logistics hotspot](#)
- [5 Ways To Build Trust With Prospects](#)

Branding Tips & Tricks

Leaving a permanent impression on your market can start with a permanent decoration method you can use in your promotional products: laser engraving. We listed the top 5 things you must know about this high-quality method here:

[What is Laser Engraving: Top 5 Interesting Facts to Know!](#)





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



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