

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

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May 2023 Newsletter from ODM

The ODM offices in Ho Chi Minh, Vietnam and Zhuhai, China, will be closed from Monday, May 1st to Wednesday, May 3rd, 2023, to celebrate national holidays in each country. We will be back on Thursday, May 4th.

Learn the significance of these events by reading our blogs:

[Labour Day in China: Celebrating Hard Work and Dedication](#)

[Honouring History: Commemorating Reunification Day in Vietnam](#)



Key Events in May

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](#).

- [May 1 - International Workers' Day](#)
- [May 4 - Star Wars Day](#)
- [May 5 - Hand Hygiene Day](#)
- [May 6 - National Beverage Day](#)
- [May 7 - World Athletics Day](#)
- [May 8 - Mother's Day](#)
- [May 18 - Museum Day](#)
- [May 18 - National Notebook Day](#)
- [May 20 - World Whiskey Day](#)
- [May 25 - Wine Day](#)

Marketing & Industry Trends

As the beverage industry becomes increasingly competitive, marketers are under pressure to showcase their products with the utmost creativity. Fortunately, we have stumbled upon an intriguing concept that we think can ignite fresh ideas for businesses to tap into for their marketing campaigns.

Feedback



