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February 2024 Newsletter from ODM

It's that season of the year again! From our team here at ODM and Mindsparkz, we would like to wish you a Happy Lunar New Year.

The first month of the year was indeed productive and challenging for our team. We've had to work double as hard to get everything made, quality-controlled and shipped on time.

In observance of the CNY, our Vietnam office will be closed from February 8-14, and our China office will be closed from February 9-18.



Key Events in February

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](#).

- [February 4 - World Cancer Day](#)
- [February 9 - Pizza Day](#)
- [February 10 - Chinese New Year](#)
- [February 10 - Umbrella Day](#)
- [February 13 - Radio Day](#)

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- [February 16 - Innovation Day](#)
- [February 18 - Drink Wine Day](#)
- [February 20 - Love Your Pet Day](#)
- [February 22 - World Yoga Day](#)
- [February 24 - World Bartender Day](#)

Marketing & Industry Trends

Chess is widely regarded as a game that exercises the mind. It requires strategic thinking, logical reasoning, problem-solving skills, and the ability to anticipate and plan ahead. This intellectual challenge appeals to many people who enjoy engaging their minds and testing their mental abilities.

That said, this board game can help position your business in the market. Showcase your brand like never before with this travel magnetic chess set!

[Travel Magnetic Chess Set: Checkmate for Your Business Triumph](#)



Top 5 Magazine Articles from January

For January, our team has produced **30** new articles featuring various in-store and online marketing campaigns, new and innovative promotional products, as well as industry insights! Check our top 5 articles below:





4. [What is Incoming Inspection in Manufacturing: An Ultimate Guide](#)



5. [PPAI Expo 2024: The Place to Be for Promotional Products Industry Leaders](#)



Mergers, Acquisitions & News

- [Biden Administration Extends China Tariff Exclusions — Again](#)
- [China's Economy to Gradually Heat Up in 2024](#)
- [China's Recovery is Set to be 'Slow and Bumpy' in 2024](#)
- [Europe's Top Economies Face Tough Time at the Start of 2024](#)
- [Euro Zone Business Downturn Eases in January](#)

Branding Tips & Tricks

Branding is a crucial step for businesses, and getting your logo on clothing is a powerful strategy that not only serves as a marketing tactic but also integrates your brand into everyday life.

Discover the 12 steps to incorporate your logo onto clothing and uncover the associated benefits for your business.

Unleash Your Brand's Potential: *Effortlessly Showcase Your Logo on Clothing*



Thanks for reading, and we would love to hear your feedback. The ODM Group has a lot in store for you. Feel free to visit our website to see informative blogs about our products and services. Moreover, you can check out the case studies we've written about impressive promotional and marketing campaigns conducted by different brands all across industries. Be updated! Let's stay connected!



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