

# Time to prepare for the Chinese New Year 2025



The public Chinese New Year holiday 2025 is **January 28th** to **February 4th**. As this is a national holiday it affects all production in China and Taiwan. We are preparing action plans together with our factories to find different ways of working around disruptions.

All our efforts are always focused on your production, and our Factory Management team will be manned during the entire Chinese New Year. But despite all the precautions we are taking, it could be good to think ahead and plan for the Chinese New Year to avoid disruption in your production. We have made a list of a number of proactive measures to think about.

#### **WHY IS THE CHINESE NEW YEAR SPECIAL?**

The Chinese New Year is the most important traditional holiday in China. It is also known as the Spring Festival, the literal translation of the modern Chinese name. Chinese New Year celebrations traditionally ran from Chinese New Year's Eve, the last day of the last month of the Chinese calendar, to the Lantern Festival on the 15th day of the first month, making the festival the longest in the Chinese calendar. It is also the occasion when many Chinese travel across the country to spend the holiday with their families. The Chinese New Year has been called the largest annual human migration in the world.

#### **ACCORDING TO THE CHINESE ZODIAC 2025 IS THE YEAR OF THE SNAKE**

People born in the year of the Snake are believed to be intuitive, strategic, and intelligent. The snake is associated with wisdom, charm, elegance, and transformation.

#### **IMPORTANT ACTIONS THAT WILL MAKE YOUR CHINESE NEW YEAR A HAPPY ONE**

- Together with NCAB Group, plan your production before and after the CNY – look at what could be produced earlier
- Prioritize your most critical products
- NCAB will use optional factories whenever applicable for QTA
- Buffer stock managed by NCAB