

# SHIPPING 4.0 REIMAGINED

## NEW TECH LOGS IN AND ON FULL DISPLAY AT POSIDONIA 2020

Tech start-ups and entrepreneurs will wow Posidonia 2020's visitors and delegates this summer with their latest, high tech, digitally-enabled and data-driven solutions to age-old legacy problems, as well as with a fresher perspective for a more sustainable and efficient future for the shipping industry.

They will showcase transformational technologies with the potential to impact every facet of the marine industry, including safety on board, engine and hull monitoring, multi-channel ship to shore communication, health services on board, business intelligence and analytics, fintech and susceptible cargo monitoring.

"Tracking of cargo at sea, crewless shipping, the digitalisation of maintenance processes and ships controlled remotely from land are just some in a long list of many radical transformational trends, which the maritime industry will be asked to embrace in the not too distant future as the advent of digital technologies continues unabated," said **Theodore Vokos, Managing Director, Posidonia Exhibitions S.A.**, the organisers of Posidonia.



Such technologies will be displayed in abundance and strategically deployed and showcased at the **Digital Innovation Village**, the new tech and emerging maritime start-ups pavilion at this year's Posidonia from 1-5 June.

The Digital Innovation Village is organised in cooperation with the **Hellenic Association of Mobile Applications Companies (HAMAC)** and is the ideal platform for start-ups and scale-ups to reach out to the maritime industry. Under the theme 'Blue innovation for sustainable growth', this pavilion will host innovative new technologies related to the Blue Economy and aims to create collaborations and synergies between the Greek maritime ecosystem and companies new to the sector. Some of the technologies to be showcased include IoT sensors with embedded intelligence and computing, Cybersecurity, Saas (Software as a Service) and Satellite and Hybrid communications. Nereus Maritime Software has already signed up for the DIV and will be showcasing a revolutionary and



powerful web-based platform to provide transparency and efficiency to the purchasers of marine fuels.

"Digital transformation is the big challenge for maritime and the Blue Economy, in general. The Digital Innovation Village at Posidonia 2020 will host new innovative companies that will mark the new era. The pioneers will be there," said **Yiannis Kotsis-Giannarakis, General Manager, HAMAC**.

Another tech start-up zone at Posidonia 2020 is the **SHIPPINGInsight New Tech Pavilion** which will feature a range of new technology-driven solutions from the US for the marine industry, with the goal of offering a 'one-stop shop' approach. They include Purify Fuel's fuel nanotechnology, Ultraclean's desulphurisation products, SPBES' lithium ion energy storage systems, and SHIPNEXT'S Digital Shipping Marketplace and Transportation Platform. They will also host existing technology with new tech twists such as Marine Armor Defense's flexible and green coating technology and the Tig Rig wind assist system.

"Because I believe in New Tech, and because I know how tough it is to break into the shipping world, I have created the **SHIPPINGInsight New Tech Pavilion** at Posidonia which is featuring 6 innovative technologies" stated **SHIPPINGInsight Chief Evolution Officer Carleen Lyden Walker**. "Further, on Thursday June 4 at 14:30, we will be holding a **SHARK TANK** involving shipowner/investor 'Sharks' who will invest in new tech 'chum' after hearing their pitches. Those who are exhibiting in the **SHIPPINGInsight New Tech Pavilion** will automatically qualify to be in the **SHARK TANK** which will be co-hosted by the American-Hellenic Chamber of Commerce."

An initiative designed to bring together the best Greek emerging start-ups and SMEs in the Blue Economy with entrepreneurs, investors and industry decision-makers at Posidonia 2020 is the '**Emerging Maritime Start-ups in Greece**' event, organised by **Blue Growth** at the Posidonia venue on June 3. Its objective is to generate concrete business opportunities and visibility of business ideas bringing innovation and digitalisation to the Blue Economy. Mature tech start-ups will pitch their projects in the field of shipping, energy and the yachting industry. The start-ups will present next-generation technologies and services and will have the opportunity to develop their network during the event, as the aim is to bring them in touch with potential partners and investors.

And the growing interest and demand for increased collaboration and relationship building between the maritime sector and tech entrepreneurs, who generate the ideas and technologies to redefine the industry, are fueling efforts by **Optima-X** to build a hub of excellence. Having teamed up with the **Greek Ministry for Development and Investments**, as well as **Fathom World**, **Optima-X** will organise a workshop at Posidonia 2020 designed to promote the work of tech start-ups targeting the Blue Economy.



**GET READY TO HIT NOTHING BUT NET AT THE 1st POSIDONIA 3ON3 BASKETBALL!**



After popular demand, the first edition of the Posidonia 3on3 Basketball will take place on Saturday the 30th of May at the Eurohoops Dome indoors facility, in Kifissia, Athens. Expected to attract some 150 shipping executives, the event promises plenty of action, excitement, fun and networking opportunities. The tournament will welcome 28 teams, divided into seven groups. An awards ceremony and reception will take place at the Eurohoops Dome premises after the final. The awards will be handed out by former EuroLeague superstars Theodore Papaloukas and Dimitris Diamantidis. Proceeds of the event will be donated to Syn-Enosis, the Greek Shipowners' Social Welfare Company, so don't miss the opportunity to bring home a triple double, by simultaneously supporting a good cause! State-of-the-art Eurohoops Dome features one of the best 3x3 basketball installation in Europe.

To register visit [www.posidonia-events.com](http://www.posidonia-events.com)

**FINDING CAPTAIN NEMO**

Marine manufacturing and shipping supplies specialist **Captain Nemo** intends to leverage its second consecutive participation at Posidonia to gain knowledge and keep in touch with the latest technologies expected to shape the future of shipping. "We understand that the near future will look nothing like today. Spare parts for ships will be 3D-printed at a port of convenience or produced from recycled materials. We want to follow developments for the benefit of our business, our employees and the environment. We plan to keep following all new developments and Posidonia is just the perfect place for this," said **Merkourios Panoutsopoulos, CEO**. "Keeping track of technological developments and regulatory changes is very important for our business so our participation at trade exhibitions is always helpful and productive."



**ECO FUEL REPS REQUIRED**

Provider of engineering services and tech solutions for the environment **TecnoVeritas** returns to Posidonia for a third time expecting to find new clients, namely, fleets or shipyards who can buy or sell its products and services. "Posidonia is very important to reach international costumers, as well as get to be known by our potential clients. It is also important to get to know what our competition and other fields of maritime industry are doing in the market," said CEO **Jorge Manuel Gomes Antunes**. The company's prize-winning products are dedicated to energy efficiency, therefore their main focus is the environment, and besides promoting its products at Posidonia, the company is also looking for partnerships and representatives in Greece.



**DSR DEBUT**

Korean-headquartered manufacturer of slings and ropes **DSR** is making its Posidonia debut this June where it plans to showcase its MEG4-compliant mooring lines for SuperMax and Forcetra and introduce its on board service and line management programme. "With more than 50 years of experience in the field of synthetic and steel wire ropes manufacturing, DSR is a proven leader in both technical innovations, and its strict adherence to quality," said **David Jo, Sales Manager**. The company operates five manufacturing locations in Korea, one in China, and two sales offices in Korea and three in the US, Japan, and Germany. With over 1,000 employees, DSR is active in every continent and its first-ever Posidonia presence will help it further promote its wide range of products made of Dyneema, Polyester, Nylon, Polypropylene, as well as stainless steel wire ropes.

## ASIAN FIRM SEEKS EU GATEWAY

Making its Posidonia debut this summer, Indonesia's **Penascop United Pte Ltd** is planning to expand its global operations by opening offices in Greece and other key EU markets. "We are still in midst of seeking suitable partners who can grow together with our Asian offices," said **KIM Gyu-IL, Group Chairman**. The company is already present in China, Japan, South Korea, Malaysia, Singapore and other Asian countries where it provides a diverse range of ship agency services, logistics and freight forwarding, port stevedoring and trucking, underwater cleaning services, ship repairing, crew manning, ship management and ship supplies. At Posidonia 2020 the company will demonstrate its underwater cleaning equipment and services and pneumatic driven air vacuum cleaner. "All our Managing Directors from our various overseas offices will be attending during Posidonia and presenting our services and answering all the queries which our customers may have. International exhibitions enable us to reduce cost for individual visits to customers at different countries and we can present all our services and products at the same time to enhance maximum marketing output."



## HIGH TECH APPEAL

New trends on decarbonization, block chain, cyber-security, 3D printing and autonomous shipping that will be presented at Posidonia 2020 is of great interest to the thousands of visitors and exhibitors who plan to leverage their presence to acquire knowledge of the latest technologies slated to transform the shipping industry. On its 15th Posidonia participation, **Franman** is one of the exhibiting companies hoping to find both new partners and information about the latest trends and technologies. "As a B2B firm, exhibitions provide our company with the means to network and present our products and services to the market. They also help us track technological developments of interest to our diverse products portfolio comprising distribution agreements with 130 leading companies," said **Costis J. Frangoulis, CEO**. "We have benefited from our previous presence in Posidonia in terms of exposure and networking. Through our participations we have been given the opportunity to introduce our company to potential clients and network with potential suppliers. For the 2020 show, we aspire the same results. Thus, for us the presence of both exhibitors and visitors is important."



## GERMAN INNOVATION ON DISPLAY

Germany's **EPAK GmbH** is making its Posidonia debut this June where it plans to showcase its range of state-of-the-art, fully automatic satellite tracking antennas and hopes to meet with Greece-based dealers, resellers and technical support companies in order to build new product representation and distribution partnerships with dealers. The EPAK portfolio includes antennas with dish sizes from 45 to 130cm, making them suitable for commercial shipping, private yachts, ferries, coast guards, fishing fleets and the marine.

Apart from hardware, EPAK also offers satellite broadband services with worldwide coverage. **Jochen Grüner, CEO**, said: "Much of our marketing activities are focused on digital channels, but international exhibitions still play a very important part. There is no better way to understand customer needs and requirements than by face-to-face conversation. Posidonia is an excellent platform to meet and discuss in a professional yet relaxed atmosphere."

## A LIFETIME AT POSIDONIA FOR LIFESAVING FIRM

Manufacturer of maritime lifesaving equipment **LALIZAS HELLAS** is preparing for its 11th Posidonia exhibition where it plans to unveil a great number of projects. With its wide range of products and services securing safety at sea and commercial presence in more than 130 countries, participation at international trade exhibitions is crucial and a great chance to reconnect with existing partners in person, and to develop new partnerships as well. **Iasonas Lalizas, Marketing Communication Manager**, commented "Posidonia is a great opportunity for us not only to meet new associates and expand our networking, but to speak in person with existing partners and strengthen our relationships.

Another important element is that the exhibition provides us with the chance to follow up with and also monitor new developments and trends. Sustainability and eco-friendly practices have already started affecting the industry, and we strongly believe that this would reshape the market needs and inevitably the products & services. Connectivity, digitalisation, and automatization are also a significant part of new practices which have reshaped all kind of services, not only the ones in the shipping industry. The importance of crew wellness on board has been vital. If you think about the conditions 30 years ago, there have been huge positive steps towards making things better for seafarers. For us, safety of the crew is our top priority. As safety is always a hot topic, we are trying to stay up to date with new changes and regulations, and to update our products and offerings accordingly. Our presence is mandatory and dictated by the market itself."

# List of Confirmed Conferences & Seminars at Posidonia 2020 (last updated 4 Mar 2020)

	Organiser	Event Title	Posidonia Venue	Time	Contact Organiser
MON 1/6	Capital Link	7th Bi-Annual Analyst & Investor Capital Link Shipping Forum	Four Seasons Astir Palace Hotel Athens	9:00-15:30	<a href="mailto:nbornozis@capitallink.com">nbornozis@capitallink.com</a> <a href="mailto:obornozi@capitallink.com">obornozi@capitallink.com</a> <a href="mailto:forum@capitallink.com">forum@capitallink.com</a>
TUE 2/6	TradeWinds	TradeWinds Shipowners Forum	Conference Hall	11:00-16:00	<a href="mailto:parbinder.mahay@tradewindsnews.com">parbinder.mahay@tradewindsnews.com</a> <a href="mailto:carly.mcburney@nhst.com">carly.mcburney@nhst.com</a>
	Embassy of the Republic of Poland	Review of the Polish Maritime Industry	Seminar Room Central	10:30-12:30	<a href="mailto:agata.krupa@msz.gov.pl">agata.krupa@msz.gov.pl</a> <a href="mailto:anna.maleta@msz.gov.pl">anna.maleta@msz.gov.pl</a>
	S&P Global Platts	S&P Global Platts Shipping & Bunker Forum	Seminar Room 1B - Sponsored by S&P Global Platts	10:45-14:30	<a href="mailto:Liz.Herbert@spglobal.com">Liz.Herbert@spglobal.com</a>
	Ports of Spain and the Economic and Commercial Office of the Embassy of Spain	Ports of Spain at the maritime transport service: IMO 2020. Bunkering. Shipyards	Seminar Room 2B	10:45-12:30	<a href="mailto:atenas@comercio.mineco.es">atenas@comercio.mineco.es</a>
	TecnoVeritas	Challenges of MRV, Decarbonization and Ship Performance - A verifier point of view	Seminar Room 1A	12:45-14:30	<a href="mailto:carolina.vieira@tecnoveritas.net">carolina.vieira@tecnoveritas.net</a>
	Polembros Shipping	Once upon a Time – The Tale of the Human Element	Seminar Room 2A	12:45-14:30	<a href="mailto:kourmatzi@polembros.gr">kourmatzi@polembros.gr</a>
	MAN Energy Solutions	Engine health control via permanent lube oil condition monitoring	Seminar Room 2B	12:45-14:30	<a href="mailto:primeserv-retrofit-fr@man-es.com">primeserv-retrofit-fr@man-es.com</a>
	Japan Ship Exporters' Association	JAPAN SEMINAR at Posidonia 2020	Seminar Room Central	13:00-17:00	<a href="mailto:wakabayashi@jsea.or.jp">wakabayashi@jsea.or.jp</a>
	Intellian	GX Series Satellite Antennas	Seminar Room 1A	14:45-16:30	By Invitation Only <a href="mailto:sadie.brown@intelliantech.com">sadie.brown@intelliantech.com</a>
	FUTURE CARE Inc.	Worldwide virus alert! How are the new virus strains threatening the health of the international seafarer and public sea traveller?	Seminar Room 2A	14:45-16:30	<a href="mailto:Isofronis@futurecareinc.com">Isofronis@futurecareinc.com</a>
	Moran Shipping Agencies, Inc.	Update on U.S. Enforcement of International Maritime Regulations	Seminar Room 2B	14:45-16:30	<a href="mailto:info@moranshipping.com">info@moranshipping.com</a> <a href="mailto:greece@moranshipping.com">greece@moranshipping.com</a>
MARIN - Maritime Research Institute Netherlands	Towards zero-emission shipping	Seminar Room 1A	16:45-18:30	<a href="mailto:P.M.Hooijmans@marin.nl">P.M.Hooijmans@marin.nl</a>	
WED 3/6	HELMIPA	The road to decarbonization: is IMO target possible by 2050?	Conference Hall	10:30-14:30	<a href="mailto:helmepa@helmepa.gr">helmepa@helmepa.gr</a>
	BIMCO	Key events that impact shipping today and in the future, including geopolitics, IMO 2020 and industrial revolutions	Seminar Room Central	10:30-14:30	<a href="mailto:membership@bimco.org">membership@bimco.org</a>
	S&P Global Platts	S&P Global Platts Shipping & Bunker Forum	Seminar Room 1B - Sponsored by S&P Global Platts	10:45-14:30	<a href="mailto:Liz.Herbert@spglobal.com">Liz.Herbert@spglobal.com</a>
	Sponsored by Optima-X   Enso XL   Optima Shipping Services (In conjunction with Fathom World)	Building Innovation Inside a Maritime Cluster - Innovation workshop	Seminar Room 1A	10:45-12:30	<a href="mailto:angelica.kemene@optima-x.org">angelica.kemene@optima-x.org</a> <a href="mailto:craig@fathom.world">craig@fathom.world</a>
	DNV GL	DNV GL - Maritime Event	Seminar Room 2A	10:45-12:30	<a href="mailto:Elpida.Chatzopoulou@dnvgl.com">Elpida.Chatzopoulou@dnvgl.com</a>
	Fortune Technologies	Technology Trends in the Maritime Industry	Seminar Room 2B	10:45-12:30	<a href="mailto:vsaitis@frntech.com">vsaitis@frntech.com</a>
	Shipmedcare Ltd.	Systems' approach to on board Medical Services. Practical Benefits	Seminar Room 2A	12:45-14:30	<a href="mailto:info@shipmedcare.com">info@shipmedcare.com</a>
	Ecochlor, Inc	Looking Beyond the Commissioning to Operational Compliance for Ballast Water Management Systems	Seminar Room 2A	15:00-15:30	<a href="mailto:kathie.clark@ecochlor.com">kathie.clark@ecochlor.com</a>
		NanoVapor Gas-Freeing Technology: A Carnival Cruise Line Case Study	Seminar Room 2A	15:45-16:15	
	RINA Hellas	RINA Hellas Seminar	Seminar Room 2B	14:45-16:30	<a href="mailto:Eli.Ferentinou@rina.org">Eli.Ferentinou@rina.org</a>
	The Norwegian Maritime Authority	The Norwegian Quality Flag and Green Shipping solutions	Seminar Room 1B - Sponsored by S&P Global Platts	14:45-16:30	<a href="mailto:cars@sdir.no">cars@sdir.no</a>
	The Embassy of the Republic of Korea - IOBE	3rd Korean - Hellenic Maritime Cooperation Forum	Seminar Room Central	15:00-19:00	<a href="mailto:eubko13@mofa.go.kr">eubko13@mofa.go.kr</a>
	Danica Group	Eastern European Manning – How to Navigate	Seminar Room 1A	16:45-18:30	<a href="mailto:jensen@danica-maritime.com">jensen@danica-maritime.com</a>
BigDataStack project	The added value of BigData Analytics for the Maritime Industry: A BigDataStack real-time shipping use-case demonstration	Seminar Room 1B - Sponsored by S&P Global Platts	16:45-18:30	<a href="mailto:m.willems@trust-itsservices.com">m.willems@trust-itsservices.com</a>	
Green-Jakobsen A/S	Build & Sustain Organisational Culture	Seminar Room 2A	16:45-18:30	<a href="mailto:e.green@green-jakobsen.com">e.green@green-jakobsen.com</a> <a href="mailto:m.progoulaki@green-jakobsen.com">m.progoulaki@green-jakobsen.com</a>	
Blue Growth	Emerging Maritime Startups in Greece	Seminar Room 2B	16:45-18:30	<a href="mailto:bluegrowthaephoria@gmail.com">bluegrowthaephoria@gmail.com</a>	

Should the shipping industry place more trust in ships and ports, or chips and blocks?

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	Organiser	Event Title	Posidonia Venue	Time	Contact Organiser
THU 4/6	American-Hellenic Chamber of Commerce (AMCHAM) - NAMEPA - U.S. Commercial Section of the U.S. Embassy in Athens	TRADING IN U.S. WATERS	Seminar Room Central	10:30-14:30	<a href="mailto:executivedirector@namepa.net">executivedirector@namepa.net</a> <a href="mailto:v.tseritzoglou@amcham.gr">v.tseritzoglou@amcham.gr</a> <a href="mailto:maria.georgousi@trade.gov">maria.georgousi@trade.gov</a>
	S&P Global Platts	S&P Global Platts Shipping & Bunker Forum	Seminar Room 1B - Sponsored by S&P Global Platts	10:45-14:30	<a href="mailto:Liz.Herbert@spglobal.com">Liz.Herbert@spglobal.com</a>
	RINA Services S.p.A.	ROBINS Project - Robotics Technology for Inspection of Ships	Seminar Room 2B	10:45-14:30	<a href="mailto:alessandro.grasso@rina.org">alessandro.grasso@rina.org</a> <a href="mailto:enrico.carrara@rina.org">enrico.carrara@rina.org</a> <a href="mailto:marine.research@rina.org">marine.research@rina.org</a>
	Department of Maritime Studies, University of Piraeus	4th Industrial Revolution and the Maritime Industry	Conference Hall	11:00-16:00	<a href="mailto:mantea@unipi.gr">mantea@unipi.gr</a> <a href="mailto:Chmit@unipi.gr">Chmit@unipi.gr</a>
	Digital Ship Events Ltd	CIO FORUM: Improving maritime performance with digital technology	Seminar Room 1A	11:00-14:30	<a href="mailto:janine@thedigitalship.com">janine@thedigitalship.com</a> <a href="mailto:vaida@thedigitalship.com">vaida@thedigitalship.com</a>
	American-Hellenic Chamber of Commerce (AMCHAM) - NAMEPA - U.S. Commercial Section of the U.S. Embassy in Athens	SHARK TANK Events for U.S. New and Innovative Technologies	Seminar Room Central	14:30-16:30	<a href="mailto:executivedirector@namepa.net">executivedirector@namepa.net</a> <a href="mailto:v.tseritzoglou@amcham.gr">v.tseritzoglou@amcham.gr</a> <a href="mailto:maria.georgousi@trade.gov">maria.georgousi@trade.gov</a>
	CLIA (Cruise Lines International Association)	Update about the Cruise Industry from a technical perspective	Seminar Room 2A	14:45-16:30	<a href="mailto:jvanree@cruising.org">jvanree@cruising.org</a>
	DIGIVALUE	IT Governance & Security Services for the Maritime Industry	Seminar Room 2B	14:45-16:30	<a href="mailto:Kelly.dimitriou@digivalue.eu">Kelly.dimitriou@digivalue.eu</a>
	Digital Ship Events Ltd	VPO FORUM: Vessel optimisation with digital technology	Seminar Room 1A	15:00-18:30	<a href="mailto:janine@thedigitalship.com">janine@thedigitalship.com</a> <a href="mailto:vaida@thedigitalship.com">vaida@thedigitalship.com</a>
	VENLYS Maritime Specialisation Services	Behaviour, Competence and Weak Signals. Ways to boost Human Performance	Seminar Room 2A	16:45-18:30	<a href="mailto:sofia.spyropoulou@venlys.com">sofia.spyropoulou@venlys.com</a> <a href="mailto:alexandros.koimtoglou@venlys.com">alexandros.koimtoglou@venlys.com</a>
	Hellenic Institute of Marine Technology	Policies and Measures to Reduce GHG Emission In Shipping Industry	Seminar Room 2B	16:45-18:30	<a href="mailto:info@elint.org.gr">info@elint.org.gr</a>
Isalos.net	Green and Blue: ship technology and innovation for the decade to come	Seminar Room Central	17:00-19:00	<a href="mailto:info@isalos.net">info@isalos.net</a>	
FRI 5/6	YES FORUM	YES to Shipping Forum 2020	Conference Hall	10:30-17:00	<a href="mailto:navigator@navigatorltd.gr">navigator@navigatorltd.gr</a>
	S&P Global Platts	S&P Global Platts Shipping & Bunker Forum	Seminar Room 1B - Sponsored by S&P Global Platts	10:45-14:30	<a href="mailto:Liz.Herbert@spglobal.com">Liz.Herbert@spglobal.com</a>
	ICC International Court of Arbitration	ICC and the International Maritime Community – Incoterms 2020 and How to Manage your Arbitration Cases	Seminar Room 1A	10:45-14:30	<a href="mailto:ileana.delattre@iccwbo.org">ileana.delattre@iccwbo.org</a>
	PwC Société coopérative	EU Workshop "BlueInvest Thematic Workshop"	Seminar Room 2B	10:45-17:00	<a href="mailto:sherif.labib@pwc.com">sherif.labib@pwc.com</a>
	Union of Greek Shipowners	UGS Press Conference	Seminar Room Central	11:00-12:45	<a href="mailto:posidoniapress@extrovert.gr">posidoniapress@extrovert.gr</a>
	Alexander Moore	Towards a Digital and Intelligent Performing Strategy (Future) for Shipping	Seminar Room 2A	12:45-14:30	<a href="mailto:evelina@alexandermoorea.com">evelina@alexandermoorea.com</a>
	Innovative Maritime EQ Center (IMEQ CENTER)	Developing Wellbeing Policies Onboard: Prevention & Assessment	Seminar Room Central	13:00-14:45	<a href="mailto:admin@imeq-center.com">admin@imeq-center.com</a>
	University of the Aegean	SDGs ahead: Shipping to 2030	Seminar Room 1A	14:45-16:30	<a href="mailto:mlek@aegean.gr">mlek@aegean.gr</a>
School of Mechanical Engineering, Aristotle University Thessaloniki	The EU SCIPPER project: Techniques for monitoring and enforcement of shipping emissions regulations	Seminar Room 1B - Sponsored by S&P Global Platts	14:45-16:30	<a href="mailto:leon@auth.gr">leon@auth.gr</a>	

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