



CITY OF KRAGUJEVAC

ŠUMADIJSKI DISTRICT
ŠUMADIJA AND WESTERN SERBIA

LAST UPDATED ON **SEPTEMBER 2024**

LEVEL OF DEVELOPMENT
Group I

ACTIVE ENTERPRISES
2010

ACTIVE ENTREPRENEURS
8991

 Source: Statistical Office of the Republic of Serbia



CITIZENS



AVERAGE INCOME



AREA



32

TOTAL NUMBER OF
PROJECTS
FROM 2010

16

EUPRO PLUS

16

EUPRO

-

EUROPEAN
PROGRES

-

EU PROGRES

5,733,007 €

TOTAL VALUE

4,348,646 €

DONORS 76%

1,384,361 €

CO-FUNDING 24%



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4,363,455 Euros

Programme funds: 3,233,985 Euros

Co-funding: 1,129,470 Euros

IMPROVED DEVELOPMENT PLANNING AND INTRODUCTION OF THE INTEGRATED TERRITORIAL INVESTMENT (4 PROJECTS)

3,215,055 EUROS

DEVELOPMENT STRATEGY OF THE CITY OF KRAGUJEVAC AND MUNICIPALITIES OF ARANĐELOVAC, BATOČINA, KNIČ, LAPOVO, RAČA AND TOPOLA URBAN AREA

Development of integrated territorial investments strategy

COMPLETED

Territory of the urban area strategy of the city of Kragujevac and the municipalities of Aranđelovac, Batočina, Knić, Lapovo, Rača and Topola covers the entire Šumadija district with a total of 293,308 inhabitants. The territory has a strong university center and significant industrial capacities, and above all the MIND park and the industrial heritage of the Military Technical Institute as projects of national importance.

Project value: -
Programme funds: -
Co-funding: -

ŠUMADIJA CONNECT: FOSTERING TERRITORIAL DEVELOPMENT THROUGH INNOVATION AND CULTURAL HERITAGE VALORISATION

Integrated project

Implemented by: Regional economic development agency for Šumadija and Pomoravlje

Partner on the project: Secondary Vocational School Kragujevac The Faculty of Philology and Arts of the University of Kragujevac (FILUM), Faculty of Economics, University of Kragujevac, Association "Putokaz Kragujevac", Institute for the Protection of Cultural Monuments of Serbia

ON-GOING

Revitalisation of industrial heritage at the former II Technical School within the Military Technical Institute in Kragujevac and its integration into a creative-educational centre. It includes establishing an organisational entity for cultural heritage management and developing a preservation and valorisation plan for the entire urban area. The initiative will equip the centre for workshops on the circular economy in art, aiming to engage over 1,000 individuals and benefit a community of over 265,000. By blending historical preservation with innovative education, the project aims to enhance the cultural identity and accessibility of Kragujevac and the Šumadijski district, promoting appreciation of its industrial legacy.

Project value: 1,696,757 Euros
Programme funds: 1,210,405 Euros
Co-funding: 486,352 Euros

CREST - CULTURAL REVIVAL FOR AN ENRICHED SUMADIJA TOURISM: CREATING AN INTEGRATED AND INNOVATIVE REGIONAL TOURISM OFFER

Integrated project

Implemented by: Regional economic development agency for Šumadija and Pomoravlje

Partner on the project: Cultural Heritage Preservation Institute Kragujevac, Institute for the Protection of Cultural Monuments of Serbia, Tourism Organisation of Serbia (TOS)

ON-GOING

Enhancement of regional tourism in Aranđelovac, Topola, Knić, and Rača through significant infrastructure upgrades and digital integrations at key historical sites. The project includes constructing the "Risovača Cave" Visitor-Educational Centre in Aranđelovac, reconstructing the King's Winery in Topola, renovating the House of Culture in Borač in Knić, and arranging Petrovi dvori in Viševac (Rača). By equipping these sites with advanced technology, the initiative aims to improve tourism infrastructure. Emphasis is placed on staff training and developing new tourism products to enrich the visitor experience. The project aims to attract more visitors and benefit the local economy, directly impacting 1,500 professionals and indirectly serving over 80,000 people, transforming the region into a distinguished tourism destination.

Project value: 1,356,364 Euros
Programme funds: 1,038,045 Euros
Co-funding: 318,319 Euros

HONORING THE PAST, SHAPING THE FUTURE: DESIGN OF PREFEASIBILITY STUDY FOR REVITALIZATION OF MECHANICAL WORKSHOP AT THE MILITARY TECHNICAL INSTITUTE (MTI), KRAGUJEVAC

Integrated project

Partner on the project: Regional economic development agency for Šumadija and Pomoravlje, University of Kragujevac, Cultural Heritage Preservation Institute Kragujevac, Arsenal Fest Institute for the Protection of Cultural Monuments of Serbia

ON-GOING

Development of a Pre-Feasibility Study to elevate readiness of revitalisation of the Mechanical Workshop at the Military Technical Institute initiative. The project includes an awareness campaign targeting a broad audience and the establishment of an advisory body to represent stakeholder interests. This initiative aims to deliver substantial benefits across the city's urban landscape, positively impacting residents, the business sector, tourism, and civil society organisations, thereby fostering enhanced urban development and engagement.

Project value: 161,934 Euros
Programme funds: 128,443 Euros
Co-funding: 33,491 Euros

IMPROVED ECONOMIC GROWTH IN THE TARGETED LOCAL SELF-GOVERNMENTS (11 PROJECTS)

1,123,159 EUROS

SUPPORT TO REGIONAL ECONOMIC DEVELOPMENT AGENCY (RDA) FOR ŠUMADIJA AND POMORAVLJE: SUPPORTING THE CATERING SECTOR FROM THE TERRITORY OF THE CITY OF KRAGUJEVAC IN MITIGATING THE EFFECTS OF THE PANDEMIC OF COVID-19 Support to Business Support Organisations COMPLETED	The objective of the project is to contribute to the development of the catering sector in Kragujevac by creating opportunities for capacity improvement and increased competitiveness as well as strengthening the resilience of 21 beneficiary SMEs and their ability to recover from the negative impact of COVID-19.	Project value: Programme funds: Co-funding:	59,192 Euros 49,992 Euros 9,200 Euros
SUPPORT TO BUSINESS INNOVATION CENTER KRAGUJEVAC: WE ENHANCE BUSINESS SUPPORT – WORKING TOWARDS SUSTAINABLE GROWTH OF SMES IN ŠUMADIJA AND WESTERN SERBIA Support to Business Support Organisations COMPLETED	The objective of the project is to increase competitiveness of 20 SMEs operating in the service and manufacturing industry, strengthen capacities of the employees, and enhance services or products through improvement of processes and quality of products and services.	Project value: Programme funds: Co-funding:	43,938 Euros 43,938 Euros -
SUPPORT TO BUSINESS DEVELOPMENT CENTRE KRAGUJEVAC: POWER OF E-COMMERCE FOR SMES GROWTH AND RESILIENCE Support to Business Support Organisations COMPLETED	The objective of the project is digitalisation of sales and application of e-commerce tools for 25 beneficiary SMEs.	Project value: Programme funds: Co-funding:	43,862 Euros 43,862 Euros -
SUPPORT TO A PAPER AND CARDBOARD PRODUCING ENTERPRISE - MB PACK D.O.O. Support to Entrepreneurs, Micro and Small Enterprises COMPLETED	The enterprise producing corrugated paper and cardboard and paper and paperboard packaging plans to procure combined machine KBR 1250 to increase efficiency and productivity as well as the production range. As a result, two new jobs are to be created adding to the existing three. The CSR activity envisages financial donation for sport activities in Kragujevac with special focus on Waterpolo club "Radnički" as well as donations in products to Home for the care of the elderly.	Project value: Programme funds: Co-funding:	19,546 Euros 14,964 Euros 4,582 Euros
SUPPORT TO A JOINERY PRODUCING ENTERPRISE - DEJAN ĐORĐEVIĆ PR PROIZVODNJA VRATA I PROZORA, ALUMINIJUMSKA I PVC STOLARIJA DN Support to Entrepreneurs, Micro and Small Enterprises COMPLETED	The entrepreneur producing aluminum and PVC joinery plans to procure machines for processing aluminum and PVC profiles and processing and assembly of finished products to improve production and product quality. As a result two new jobs are to be created adding to the existing one. The CSR activity envisages donation to the Cerebral Palsy Association from Kragujevac.	Project value: Programme funds: Co-funding:	18,720 Euros 14,138 Euros 4,582 Euros
SUPPORT TO A METAL PROCESSING ENTERPRISE - ATELIER CONSTRUCTION D.O.O. Support to Entrepreneurs, Micro and Small Enterprises COMPLETED	The enterprise producing metal (metal accessories for construction industry) plans to procure equipment for the plastification of the metal. As a result three new jobs are to be created adding to the existing fifteen. The CSR activity envisages the donation of clothes and toys as well as the financial donation to one of the best students.	Project value: Programme funds: Co-funding:	66,048 Euros 41,280 Euros 24,768 Euros
SUPPORT TO AN ENTERPRISE PROVIDING ARCHITECTURAL AND ENGINEERING SERVICES - ARHITEKTONSKO-INŽENJERSKI STUDIO ARIS D.O.O. Support to Entrepreneurs, Micro and Small Enterprises COMPLETED	The architectural design studio plans to procure IT equipment and software tools in order to introduce new standards via technologically innovative design process (BIM technology) and acquire new licences (for the design of energy efficiency studies). As a result four new jobs are to be created adding to the existing two. The CSR activity envisages designing housing for young married couples from the socially disadvantaged category and scholarships for students of architecture and construction.	Project value: Programme funds: Co-funding:	39,629 Euros 30,960 Euros 8,669 Euros
SUPPORT TO A DENTAL CLINIC- MAJINA ZUBAONICA Support to Entrepreneurs, Micro and Small Enterprises COMPLETED	The dental clinic for children plans to procure an intraoral scanner with accompanying equipment to improve quality of services. As a result three new jobs are to be created adding to the existing two. The CSR activity envisages dental examination for disabled children and preschool children.	Project value: Programme funds: Co-funding:	38,432 Euros 30,444 Euros 7,988 Euros



SUPPORT TO AN OUTPATIENT LABORATORY - LAB TEST Support to Entrepreneurs, Micro and Small Enterprises COMPLETED	The outpatient laboratory plans to procure two pieces of equipment to improve provision of services and introduce new ones, as well as to complete the accreditation of the laboratory. As a result two new jobs are to be created adding to the existing eight. The CSR activity envisages provision of biochemical laboratory tests to the vulnerable categories and sport organisations.	Project value: Programme funds: Co-funding:	34,096 Euros 27,245 Euros 6,851 Euros
SUPPORT TO AN ENTERPRISE PROVIDING ARCHITECTURAL AND ENGINEERING SERVICES - FABLAB TECHNOLOGIES Support to Entrepreneurs, Micro and Small Enterprises COMPLETED	The entrepreneur providing services in the field of 3D digitisation, quality control, automatic processing of measurement data and digital production plans to procure IT equipment (professional software) to increase the range and quality of service. As a result two new jobs are to be created adding to the existing one. The CSR activity envisages 3D digitisation of an object of historical and cultural importance and a relevant workshop for City administration employees.	Project value: Programme funds: Co-funding:	35,810 Euros 28,380 Euros 7,430 Euros
REHABILITATION OF THE ROAD-PEDESTRIAN BRIDGE IN THE "FAS" FREE ZONE Economic infrastructure (industrial/business zones) ON-GOING	The project envisages reconstruction of the road pedestrian bridge over the Lepenica river in the FAS zone along with hydrotechnical and telecommunication installations used by 17 companies employing over 4,000 workers with two new companies planning to invest 200 million Euros and to employ 500 workers. The development of technical documentation was funded through the EU PRO Programme.	Project value: Programme funds: Co-funding:	723,886 Euros 506,648 Euros 217,238 Euros

IMPROVED SOCIAL INFRASTRUCTURE AND SOCIAL COHESION IN THE TARGETED LOCAL SELF-GOVERNMENTS (1 PROJECT)

25,241 EUROS

SUPPORT TO CENTRE FOR INDEPENDENT LIVING OF PERSONS WITH DISABILITIES KRAGUJEVAC: EMPOWERMENT AND QUALITY INCLUSION THROUGH ASSISTANCE, INFORMATION AND SUPPORT FOR INDEPENDENT LIFE IN LOCAL COMMUNITY Social cohesion COMPLETED	Launching respite care service and improving Day Care service for 35 children with disabilities, as well as services for Home Care and Mobile team for 40 adults with disabilities along with empowering young people with disabilities for their independent life in the local community, particularly during emergency situations.	Project value: Programme funds: Co-funding:	25,241 Euros 25,241 Euros -
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EU PRO

1,369,552 Euros
Programme funds: 1,114,661 Euros
Co-funding: 254,891 Euros

IMPROVING BUSINESS COMPETITIVENESS (11 PROJECTS)

313,782 EUROS

SUPPORT TO A FOOD PRODUCING ENTERPRISE - SANUM PER FRUCTUS D.O.O. Support to Entrepreneurs, Micro and Small Enterprises COMPLETED	The enterprise engaged in processing and sale of honey and honey products will utilise the grant to procure machines which will further automatise its production process, increase productivity and quality of products, and eventually reduce production costs and increase revenues. This will lead to the immediate creation of two new jobs and another three in long term. The enterprise will be conducting corporate social responsibility activities which will include the donation of products to institutions caring for children and the elderly.	Project value: Programme funds: Co-funding:	25,440 Euros 20,000 Euros 5,440 Euros
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IMPROVING BUSINESS COMPETITIVENESS (11 PROJECTS)

313,782 EUROS

SUPPORT TO AN ENTREPRENEUR IN METAL PROCESSING - INOX WELD

Support to Entrepreneurs, Micro and Small Enterprises

COMPLETED

The entrepreneur engaged in the production of roof drains will utilise the grant to purchase a machine for bending metal sheets and pipe welding in order to increase productivity and expand production. This will lead to the immediate creation of one job and another one in the long term. The entrepreneur will be conducting corporate social responsibility activities that will include the organisation of public works in the neighbouring area and mobilisation of other local businesses to support the action.

Project value:**16,676 Euros**

Programme funds:

13,280 Euros

Co-funding:

3,396 Euros

SUPPORT TO A CONSTRUCTION MATERIAL PRODUCING ENTERPRISE - GMS SUPER D.O.O.

Support to Entrepreneurs, Micro and Small Enterprises

COMPLETED

The enterprise which produces construction materials will purchase equipment for the production and mixing of eco paints through the grant. This will allow it to expand its range of products and become more competitive with the buyers. Moreover, two new jobs will be created immediately, while another two in the long run. The enterprise will be conducting corporate social responsibility measures which will include donations for the renovation of local schools.

Project value:**18,000 Euros**

Programme funds:

12,600 Euros

Co-funding:

5,400 Euros

SUPPORT TO A TEXTILE PRODUCING ENTERPRISE - CT MEDIA TEXTILE PRINTING D.O.O.

Support to Entrepreneurs, Micro and Small Enterprises

COMPLETED

The enterprise produces clothing, mainly t-shirts, sweatshirts, safety and workwear. The grant will be used to procure machines and equipment for the production of polo shirts, which will allow the enterprise to expand its product range, while maintaining the established quality. This will lead to an immediate creation of two new jobs and another three subsequently. The enterprise will be implementing corporate social responsibility activities which will include the donation of clothes to local sports and recreation centres.

Project value:**49,920 Euros**

Programme funds:

33,720 Euros

Co-funding:

16,200 Euros

SUPPORT TO A FOOD PRODUCTION ENTERPRISE - MARELLA NATURAL D.O.O. DESIMIROVAC

Support to Entrepreneurs, Micro and Small Enterprises

COMPLETED

The entrepreneur is engaged in the production of natural fruit juices, jams, fruit preserves and syrups. The grant will be utilised to purchase equipment for processing and packaging fruits and vegetables in order to increase competitiveness and to improve the quality of products. The grant will enable the immediate creation of two new jobs and another five in the long term. The entrepreneur will be conducting corporate social responsibility activities which will include the provision of financial support to the local youth sport club in need, as well as the donation of their products to local social welfare institutions.

Project value:**26,000 Euros**

Programme funds:

20,000 Euros

Co-funding:

6,000 Euros

SUPPORT TO THE BUSINESS INNOVATION CENTRE: CROSS SECTORAL SUPPORT FOR SMART GROWTH OF SMES IN CENTRAL SERBIA

Support to Business Support Organisations

COMPLETED

The project focuses on SMEs preparation for successful Quality Management Services (QMS) certification. This will be achieved through the tailor-made business support aimed at improving their business operations, specialised trainings focused on quality of products and services, improving quality management capacities and mentoring support.

Project value:**36,015 Euros**

Programme funds:

32,406 Euros

Co-funding:

3,609 Euros

SUPPORT TO THE BUSINESS DEVELOPMENT CENTRE KRAGUJEVAC: SUPPORT TO AGRI-FOOD SMES IN ŠUMADIJA AND EASTERN SERBIA

Support to Business Support Organisations

COMPLETED

The project is designed to improve sustainability and competitiveness of food processing SMEs in Šumadija and Eastern Serbia, through two main components. The first involves direct work and support to selected SMEs through training and consulting in the field of marketing, digitalisation, branding and sales to improve the quality of their products and key business processes. The second one is focused on enhancing capacities of BSOs (lead applicant and partner) for sustainable and high quality provision of support services to SMEs.

Project value:**46,593 Euros**

Programme funds:

46,593 Euros

Co-funding:

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SUPPORT TO AN ENTREPRENEUR IN TEXTILE PRODUCTION HELI HANDMADE

Support to Entrepreneurs, Micro and Small Enterprises

COMPLETED

The textile (towels, ceremonial fabrics, hats, porticos, etc.) production entrepreneur will procure new embroidery and sewing machines in order to increase production and introduce two new products - baby towel and baby bathrobe. The production currently employs one worker while resulting job creation is one immediate post and additional two within a three-year period. The proposed CSR activity envisages donation of baby towels to the Maternity hospital in Kragujevac and support to the vulnerable women in starting-up a business in cooperation with the Association of Business Women and National Employment Service.

Project value:**13,116 Euros**

Programme funds:

10,053 Euros

Co-funding:

3,063 Euros



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IMPROVING BUSINESS COMPETITIVENESS (11 PROJECTS)

313,782 EUROS

SUPPORT TO AN ENTREPRENEUR IN METAL PROCESSING DNS INOX

Support to Entrepreneurs, Micro and Small Enterprises

COMPLETED

The metal (manufacturing of inox chimneys) production entrepreneur will procure a hydraulic scissor Computer Numerical Control (CNC) machine for precise metal cutting in order to increase efficiency and productivity. The production currently employs two workers while immediate job creation is two new jobs and additional two within a three-year period. The proposed CSR activity envisages donation of five beekeeping buckets and bee hives to local, young beekeepers in order to encourage them to stay in the village.

Project value: **26,301 Euros**
 Programme funds: 20,232 Euros
 Co-funding: 6,069 Euros

SUPPORT TO AN ENTREPRENEUR IN METAL PROCESSING UNIOS 2016

Support to Entrepreneurs, Micro and Small Enterprises

COMPLETED

The metal (catering industry equipment) production enterprise will procure modern equipment for plastification and metal sheet cutting in order to accelerate the production process, introduce new products and decrease production cost, while responding to the market needs. The production currently employs one worker while immediate job creation is three new jobs and additional five within a three-year period. The proposed CSR activity envisages repairing and painting of the school fence and making and installation of four benches and six tables for the school yard.

Project value: **26,248 Euros**
 Programme funds: 20,825 Euros
 Co-funding: 5,423 Euros

SUPPORT TO A TEXTILE PRODUCING ENTERPRISE SEVEN SPORTSWEAR D.O.O., KORMAN

Support to Entrepreneurs, Micro and Small Enterprises

COMPLETED

The textile (sportswear) production micro enterprise will procure a new printing machine for textile and machine for production of sport socks in order to improve efficiency and increase product range. The production currently employs 17 workers while resulting job creation is two immediate posts and additional three within a three-year period. The proposed CSR activity envisages donation of 20 sets of sports clothes to children in the rural area, sports clubs as well as financial support to the children of their employees who show excellent results in school.

Project value: **29,473 Euros**
 Programme funds: 23,684 Euros
 Co-funding: 5,789 Euros

IMPROVING THE BUSINESS ENVIRONMENT (4 PROJECTS)

880,721 EUROS

REVITALIZATION AND EXPANSION OF BROWNFIELD SITE IN OLD INDUSTRIAL ZONE KRAGUJEVAC

Economic Infrastructure

COMPLETED

Construction of the utility infrastructure and transportation routes to connect the old and new locations in the industrial area with the motorway is of crucial importance for existing and potential investors. Additionally, residents of the nearby settlement Ilina voda will directly benefit as their households will be connected to the new water supply pipeline.

Project value: **780,788 Euros**
 Programme funds: 633,234 Euros
 Co-funding: 147,554 Euros

EXECUTION DESIGN FOR THE REHABILITATION OF THE BRIDGE OVER LEPENICA RIVER

Technical Documentation

COMPLETED

Developing technical documentation for the rehabilitation of the bridge over the Lepenica River will create the conditions necessary for reconstruction works. This will ultimately provide safer transport conditions for existing and potential investors, users of the Kragujevac Business Zone, and their suppliers. The project will help facilitate industry investments primarily in the automotive domain.

Project value: **40,531 Euros**
 Programme funds: 30,000 Euros
 Co-funding: 10,531 Euros

PROVISION OF A BACK-UP SERVER FOR THE E-PERMITTING SYSTEM

E-permitting

COMPLETED

Improvement of the electronic system for the issuance of building permits through the provision of a back-up server, which will enhance its stability and availability for over 6,500 users that benefit from it every day. Server and network equipment were procured through the project, as well as necessary licences. The aim of this activity was to contribute to the creation of a more favourable business environment by improving the efficiency and transparency of the e-government and, ultimately, to new investments. At the same time, citizens' trust in institutions, as well as the quality of services that are being offered through the e-government will also be enhanced.

Project value: **2,141 Euros**
 Programme funds: 2,141 Euros
 Co-funding: -

DEVELOPMENT OF GIS IN KRAGUJEVAC, KNIĆ AND REKOVAC (THREE 4 GIS)

Introduction and Development of GIS

COMPLETED

The City of Kragujevac will improve its existing GIS and extend the use to include neighbouring municipalities of Knić and Rekovac which also lack spatial information to address waste management issues. The system will also map the cultural and tourism potentials of the region and enable creation of Investment layers in Kragujevac and cultural and historical heritage layers for municipalities of Knić and Rekovac. The local tourist potential will be promoted online and available to tourist agencies and citizens in order to increase the number of visitors.

Project value: **57,261 Euros**
 Programme funds: 48,667 Euros
 Co-funding: 8,594 Euros

STRENGTHENING SOCIAL INCLUSION AND SOCIAL COHESION (1 PROJECT)

175,049 EUROS

CONSTRUCTION OF OUTDOOR SPORTS FIELDS IN "VELIKI PARK"

Local Infrastructure

COMPLETED

The reconstruction of an outdoor sports field in Veliki Park in Kragujevac, including a pedestrian area, a basketball court, stands, entrance gates, fence, drainage, as well as the procurement of appropriate equipment, will contribute to improved conditions for both numerous sportspersons, and sports clubs and the local population, particularly primary and secondary school pupils. Additionally, the conditions for organisation of sports and cultural events in the City will be improved.

Project value:**175,049 Euros**

Programme funds:

147,226 Euros

Co-funding:

27,823 Euros

EUROPEAN
PROGRES

Programme funds: -
Co-funding: -

SOCIAL INCLUSION (0 PROJECTS)

-

COMPETITIVENESS AND INFRASTRUCTURE (0 PROJECTS)

-

STRENGTHENED LOCAL GOVERNANCE (0 PROJECTS)

-

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Programme funds: -
Co-funding: -

GOOD GOVERNANCE (0 PROJECTS)

-

MUNICIPAL MANAGEMENT AND DEVELOPMENT PLANNING (0 PROJECTS)

-

INFRASTRUCTURE (0 PROJECTS)

-

BRANDING OF AREAS (0 PROJECTS)

-

ALL SECTORS (0 PROJECTS)

-



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