

كونغرس العربية
والصناعات الإبداعية
Congress of Arabic &
Creative Industries



Congress of Arabic & Creative Industries

Etihad Arena: 14 - 15 SEPT 2025



دائرة الثقافة والسياحة
DEPARTMENT OF CULTURE
AND TOURISM



مركز أبوظبي
للغة العربية
Abu Dhabi Arabic
Language Centre



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Congress ACI

Congress of Arabic & Creative Industries 2025

The Congress of Arabic and Creative Industries (Congress ACI) is the leading global platform championing Arabic and its cultural expressions in the creative industries. The annual forum is organized by the Abu Dhabi Arabic Language Centre at the Department of Culture and Tourism aiming to showcase Arabic creativity and expression to global audiences, to support building a thriving ecosystem for the Arab cultural and creative industries in line with UAE's efforts to promote Arabic language. Ushering in its 4th year, under the theme "Arabic Creativity Reimagined: Innovation in Storytelling and Audience Engagement" the Congress is dedicated to sparking innovation, bringing together regional and international voices to inspire, connect, and advance the future of Arabic content.

The Congress rich program features:

- Discussions and conversations that bring together an elite group of creative economy experts, business leaders, technology pioneers, content creators, creative talents and entrepreneurs from a variety of cultural and creative domains.
- Specialized workshops and masterclasses presented by experts from leading organizations, aiming to enhance professional skillsets of students and young professionals
- An annual exhibition of new technologies and digital innovations in cultural and creative industries presented by leading global and regional brands and startups.

Congress Agenda

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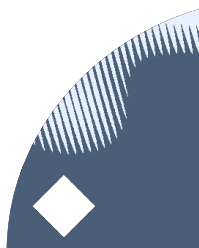


DAY 1 - 14 SEPTEMBER 2025		
9:00 AM	9:45 AM	REGISTRATION & REFRESHMENTS
10:05 AM	10:10 AM	OPENING REMARKS HE Dr Ali Bin Tamim , Chairman of Abu Dhabi Arabic Language Centre
10:10 AM	11:00 AM	KEYNOTE DISCUSSION
11:00 AM	11:15 AM	REFRESHMENTS BREAK / NETWORKING
11:15 AM	12:15 PM	CONSCIOUS CONVERSATION Her Narrative: Women Reimagining Arabic Creativity
		Moderator Sarah Dunderawy Media professional, Al Arabiya News Channel Panelists Hend Sabry, Actress and producer Tima Shomali, Director, producer, and showrunner Butheina Kazim, Founder and managing director, Cinema Akil
12:15 PM	1:15 PM	CONSCIOUS CONVERSATION Whose Story Is It?
		Moderator Mansoor Al Yabhouni Al Dhaheri Media Advisor, Film Director & Producer, CEO at Film Gate Productions & Al Kahlema Productions Panelists Mariam Naoum, Screenwriter; Founder & CEO, Sard Rami Koussa, Scriptwriter, Author and Poet Rolla Karam, SVP, Content Acquisition & Arabic Channels Programming, OSN
1:15 PM	2:15 PM	LUNCH
2:15 PM	3:00 PM	FIRESIDE DISCUSSION The Power of Personal Narrative in the age of AI
		Featuring Mo Amer, Award winning actor, writer, producer, director and stand-up comedian Interviewed by Mo Gawdat, AI Expert; Bestselling Author and Former Chief Business Officer, Google X

3:00 PM 3:45 PM	CONSCIOUS CONVERSATION The Role of Creativity in Preserving Arabic Identity	
	Moderator Caroline Faraj , Vice-President and Editor-in-Chief, CNN Arabic	Panelists Rasha Khalifa Al Mubarak , Chairwoman of Music Nation and Music City UAE Nadine Labaki , Director and actress
3:45 PM	End of Day 1	

DAY 2 - 15 SEPTEMBER 2025		
9:00 AM 9:45 AM	REGISTRATION & REFRESHMENTS	
10:00 AM 11:00 AM	CONSCIOUS CONVERSATION Creators, Capital, and Control: Who Wins in the New Economy?	
	Moderator Mazen Hayek , Consultant; Media Advisor; former MBC Group's Official Spokesman and Group Director	Panelists Hussein Freijeh , Vice President and General Manager MENA, at Snap Inc. Basel Anabtawi , Head of Content Operations at TikTok Middle East and North Africa Moon Baz , Director of Global Partnerships, Middle East, Africa & Turkey, Meta
11:00 AM 12:00 PM	CONSCIOUS CONVERSATION Arabic LLM: Can AI Adapt to the Wilds of Language?	
	Moderator Zeina Soufan Senior Anchor, Asharq Business with Bloomberg	Panelists Nour Al Hassan , Founder & CEO, Arabic.AI and Tarjama& Dr. Hakim Hacid , Chief Researcher at the Technology Innovation Institute (TII) Neha Sengupta , Director, Research and Development Inception (a G42 company)
12:00 PM 1:00 PM	LUNCH	

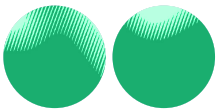
1:00 PM	2:00 PM	CONSCIOUS CONVERSATION Unlocking MENA's Audiobook Potential
		Moderator Carlo Carrenho, Publishing Consultant and Audiobook Ambassador at Frankfurt Book Fair Panelists Iria Alvarez, Vice President, Global Strategy & Corporate Development at Penguin Random House Paulo Lemgruber, Head of Regional Content for LATAM and Rest of World, at Audible Ammar Mardawi, Co-founder and General Manager of Rufoof, Arabic-focused platform for eBooks & Audiobooks
2:00 PM	2:45 PM	CONSCIOUS CONVERSATION Arabic Language and the Coming Shift
		Moderator Raya Rammal, Senior Presenter, Dubai Media Inc. Panelists Dr Ali Bin Tamim, Chairman, Abu Dhabi Arabic Language Centre Dr Hanada Taha Thomure, Endowed Chair Professor of Arabic Language at Zayed University Marwa Khost, Communication Manager Google MENA; Forbes 30U30
2:45 PM	3:00 PM	REFRESHMENTS BREAK / NETWORKING
3:00 PM	3:30 PM	DEBATE Bestsellers vs. Gatekeepers: Rethinking Literary Value in Arabic Fiction
		Panelists Dr Abdullah Al-Ghathami , Prominent Arab Critic and Scholar; Professor of Criticism and Theory at King Saud University in Riyadh Dr Raeda Al-Ameri , Professor of Literary Criticism at University of Babylon
3:30 PM	4:15 PM	3-WAY DISCUSSION Digitally Reframing the Past: Creative Explorations of Manuscript History
		Panelists Dr Peter Magee , Director of Zayed National Museum Dr Bilal Orfali , Sheikh Zayed Chair for Arabic and Islamic Studies at the American University of Beirut Dr Esra Alhamal , Managing Director of the School of Calligraphy and Ornamentation in Fujairah, UAE
4:15 PM		End of Day 2



CONGRESS PROGRAM



DAY 1
14 SEPTEMBER



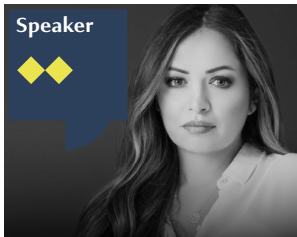
CONSCIOUS CONVERSATION

Her Narrative: Women Reimagining Arabic Creativity

The panel celebrates the transformative role of Arab women in reshaping cultural and creative narratives across TV, film, and digital platforms. Featuring award-winning and game-changing female creators, the session will highlight their innovative approaches to storytelling, the challenges they've overcome, and their impact on the future of Arabic creative expression.



Hend Sabry
Actress and producer



Tima Shomali
Director, producer, and showrunner



Butheina Kazim
Founder and managing director, Cinema Akil



Sarah Dundarawy
Media professional, Al Arabiya News Channel



CONSCIOUS CONVERSATION

Whose Story Is It?

The panel confronts the challenge of balancing adaptation and originality in the Arabic television industry. It investigates whether localized remakes enrich the creative landscape or stifle the development of authentic Arabic narratives. Featuring insights from award-winning scriptwriters of original and Arabized content and perspectives from major streaming platforms, this session explores the crucial question of cultural identity and creative ownership in a globalized media market.



Mariam Naoum

Screenwriter;
Founder & CEO, Sard



Rami Koussa

Scriptwriter, Author and
Poet



Rolla Karam

SVP, Content Acquisition
& Arabic Channels
Programming, OSN



**Mansoor Al Yabhouni
Al Dhaheri**

Media Advisor, Film Director
& Producer, CEO at Film Gate
Productions & Al Kahlema
Productions



FIRESIDE DISCUSSION

The Power of Personal Narrative in the Age of AI

The session aims to explore how storytelling serves as a powerful bridge between cultures, and how personal narratives shape the stories we tell. The discussion will delve into the role of comedy in breaking down barriers, how stories can preserve and elevate culturally rooted narratives in an era increasingly shaped by artificial intelligence, raising valid questions on prioritizing authenticity, diversity, and historical context in storytelling as opposed to accelerating technologies.



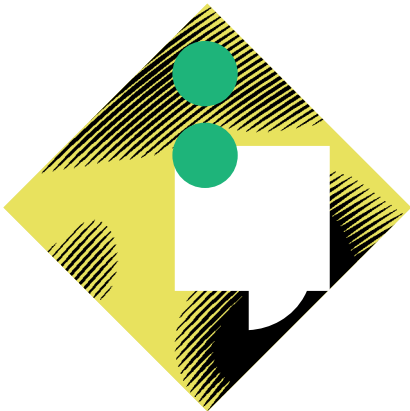
Mo Amer

Award winning actor, writer, producer, director and stand-up comedian



Mo Gawdat

AI Expert; Bestselling Author and Former Chief Business Officer, Google X



CONSCIOUS CONVERSATION

The Role of Creativity in Preserving Arabic Identity

This panel delves into how creativity plays a pivotal role in preserving and reimagining Arabic identity in a rapidly evolving world. The discussion will explore how investing in and exporting Arabic creative output can strengthen cultural presence globally, while fostering a resilient and thriving ecosystem for the region's creative sectors. The discussion will also highlight the importance of supporting local talent and narratives to ensure the continuity and relevance of Arab identity across generations and borders.



Rasha Khalifa Al Mubarak

Chairwoman of Music Nation
and Music City UAE



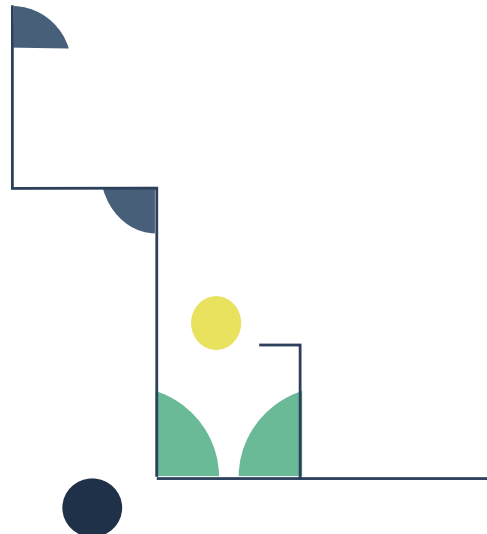
Nadine Labaki

Director and actress



Caroline Faraj

Vice-President and Editor-in-
Chief, CNN Arabic



DAY 2
15 SEPTEMBER

CONSCIOUS CONVERSATION

Creators, Capital, and Control: Who Wins in the New Economy?

This dynamic panel explores the shifting power dynamics in today's rapidly evolving economic landscape, where creators, investors, and platforms intersect. As digital content, intellectual property, and personal brands become major drivers of value, who truly holds the power—those who create, those who fund, or those who control distribution? Join leading voices from the creative industries, venture capital, and technology to unpack the opportunities, tensions, and future of ownership in the new economy.



Hussein Freijeh

Vice President and General Manager MENA, at Snap Inc.



Basel Anabtawi

Head of Content Operations at TikTok Middle East and North Africa



Moon Baz

Director of Global Partnerships, Middle East, Africa & Turkey, Meta



Mazen Hayek

Consultant; Media Advisor; former MBC Group's Official Spokesman and Group Director



CONSCIOUS CONVERSATION

Arabic LLM: Can AI Adapt to the Wilds of Language?

This high-level discussion will spotlight breakthroughs in Arabic large language models (LLMs). Panellists will explore how AI is reshaping content production in Arabic, the linguistic intricacies that challenge machine learning, and if human expertise remains crucial for ensuring culturally accurate and nuanced outputs. We'll also delve into the future potential of Arabic LLMs and how regional innovators are contributing to global AI frontiers.



Nour Al Hassan

Founder & CEO, Arabic.AI and Tarjama&



Dr. Hakim Hacid

Chief Researcher at the Technology Innovation Institute (TII)



Neha Sengupta

Director, Research and Development Inception (a G42 company)



Zeina Soufan

Senior Anchor, Asharq Business with Bloomberg



CONSCIOUS CONVERSATION

Unlocking MENA's Audiobook Potential

The audiobook market is booming globally, offering new avenues for accessing stories and knowledge. Deriving from global trends and learnings, this panel will discuss the key trends to drive the growth for Arabic audiobooks. We will examine the increasing diversity of genres, the role of mobile platforms and accessibility features, the power of voice and performance, and the unique opportunities and challenges in reaching Arabic-speaking audiences globally.



Iria Alvarez

Vice President, Global Strategy & Corporate Development at Penguin Random House



Paulo Lemgruber

Head of Regional Content for LATAM and Rest of World, at Audible



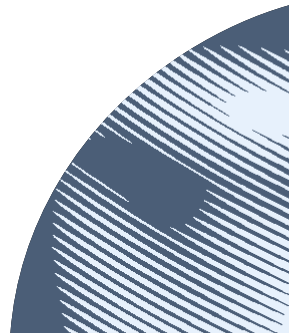
Ammar Mardawi

Co-founder and General Manager of Rufoof, Arabic-focused platform for eBooks & Audiobooks



Carlo Carrenho

Publishing Consultant and Audiobook Ambassador at Frankfurt Book Fair



CONSCIOUS CONVERSATION

Arabic Language and the Coming Shift

This panel explores the rapid shifts occurring between Modern Standard Arabic and local dialects in the context of accelerating societal change. It examines the opportunities and challenges presented by this linguistic transformation and reflects on its impact on creative expression, cultural identity, and communication across the Arab world.



Dr Ali Bin Tamim
Chairman, Abu Dhabi
Arabic Language Centre



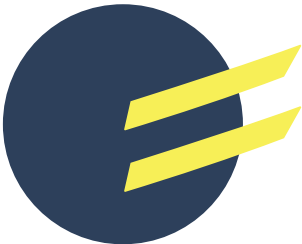
Dr Hanada Taha Thomure
Endowed Chair Professor of
Arabic Language at Zayed
University



Marwa Khost
Communication Manager
Google MENA; Forbes 30U30



Raya Rammal
Senior Presenter, Dubai
Media Inc.



DEBATE

Bestsellers vs. Gatekeepers: Rethinking Literary Value in Arabic Fiction

The panel discusses the ongoing controversy between audience demand and the critical establishment in Arabic literary genres, taking the Musallam controversy as a starting point. It investigates the influence of popular tastes on the development of Arabic literature and the way these challenges conventional critical approaches.



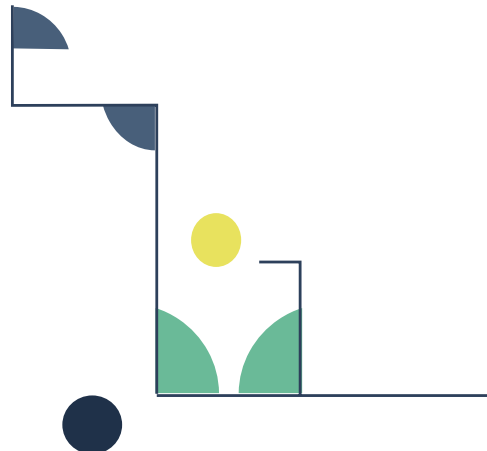
Dr Abdullah Al-Ghathami

Prominent Arab Critic and Scholar; Professor of Criticism and Theory at King Saud University in Riyadh



Dr Raeda Al-Ameri

Professor of Literary Criticism at University of Babylon



3-WAY DISCUSSION

Digitally Reframing the Past: Creative Explorations of Manuscript History

This panel recasts our understanding of the history of civilization through manuscripts as powerful, material testaments to human imagination and knowledge. It explores how the material evidence in these ancient texts – from calligraphy and illuminations to marginalia and binding – offers important clues about ancient societies, beliefs, and inventions. The speakers will also critique the special worth and inherent bias of these primary sources, finally discovering how these creative works continue to shape and test our perception of history and tell the story of civilization.



Dr Peter Magee

Director of Zayed National Museum



Dr Bilal Orfali

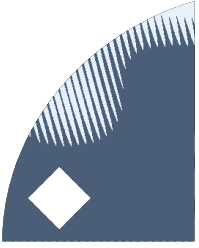
Sheikh Zayed Chair for Arabic and Islamic Studies at the American University of Beirut



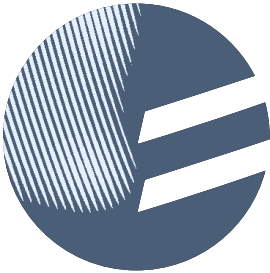
Dr Esra Alhamal

Managing Director of the School of Calligraphy and Ornamentation in Fujairah, UAE





Tracks for Professional Capacity Building



Tracks for Professional Capacity Building

Congress ACI offers a series of interactive sessions, masterclasses, and workshops led by experts from regional and global entities, including TikTok; Snap Inc.; Google; Amazon Web Services (AWS); Sard's Founder & CEO Mariam Naoum; Gaming Creative Director and Author Fawzi Mesmar; Lema Collective; and Adobe x Grapheast. The sessions are designed to enhance the professional and technical skills of a wide range of target groups, including university students, young professionals, content creators, aspiring writers, educators, design and gaming enthusiasts, publishers, and creative industry professionals.

The Tracks cover a wide spectrum of focus areas and topics, including:

Digital Content Creation & Platforms

- TikTok strategies and best practices
- Snap School's content creation tools
- Snap Inc. Augmented Reality (AR) for creative storytelling
- Adobe Express for Arabic calligraphy and design

Generative AI & Arabic Content

- Google's Gemini and NotebookLM in Arabic
- AWS AI tools for Arabic content creation
- AWS AI-powered innovations in Arabic education

Creativity, Writing & Storytelling

- Screenwriting inspiration and idea development
- Originality and creativity in game development

Future of Media & Business Models

- Evolving content strategies and digital business innovation



In addition, the program will feature presentations of innovative project concepts and ideas by participants in the Congress X Youth Awards aimed to foster a lasting passion for the Arabic language. Participants will present to a panel of industry leaders in a live interactive session and will conclude with an awarding ceremony honoring the most promising youth-driven initiatives.

Schedule

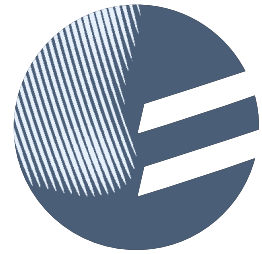
Tracks for Professional Capacity Building ♦ 20

DAY 1 – 14 SEPTEMBER			
2:30 PM 5:30 PM	Workshop Finding the Spark: Sources of Ideas for Screenwriting By Mariam Naoum , Screenwriter; Founder & CEO of Sard		Arabic
3:30 PM 4:30 PM	Training and discussion session Mastering TikTok: From Basics to Breakthroughs By Donia Abi Nassif , Regional Programs & Education Lead		Arabic
3:30 PM 4:30 PM	Workshop Generative AI Tools for Arabic Content Creation By Rafik Soliman , AI/ML Sales Specialist Lead – UAE Enterprise and Gulf		Arabic
4:30 PM 5:30 PM	Workshop Snap School for Content Creation By Aya Kalouti , Talent Partnerships Manager for MENA		English
4:30 PM 5:30 PM	Workshop Arabic Education: From Traditional Learning to AI-Powered Classrooms By Mohamed Ezzat , Head of AI/ML Sales - Public Sector		Arabic
DAY 2 – 15 SEPTEMBER			
3:30 PM 4:30 PM	Workshop Google Gen AI tools in Arabic: Gemini and NotebookLM By Marwa Khost Jarkas , Communications & Public Affairs Manager, MENA		Arabic
3:30 PM 4:30 PM	Workshop Arabic Calligraphy Meets Digital Design with Adobe Express By Andrei Koziakov and Shadi Abu Hussein	 	Arabic / English
3:30 PM 4:30 PM	Masterclass Demystifying Creativity: Originality in Game Development By Fawzi Mesmar , Gaming Creative Director and Author		English
4:30 PM 5:30 PM	Masterclass Snap AR: Transform Your Creativity into Opportunity By Mohammed Bouarib , Regional Creative Strategy Lead MENA		English
4:30 PM 5:30 PM	Masterclass Reimagining Content and Business Models for the Digital Age By Ani Attamian , Business Advisor guiding organizations to turn disruptive innovation into sustainable growth		English
4:30 PM 6:30 PM	Presentation and Awarding Session Congress X Youth Awards - Projects Pitches & Awarding Ceremony		Arabic / English

Detailed Program

DAY 1

14 SEPTEMBER



TRACK ONE - 2:30 PM – 5:30 PM

Finding the Spark: Sources of Ideas for Screenwriting

Inspired by the socially grounded and emotionally rich storytelling of Mariam Naoum, this 3-hour intensive and interactive workshop explores how writers can find authentic and powerful ideas for screenwriting. Participants will examine everyday life, social realities, memory, novels, and personal experiences as key sources for storytelling. Through tailored introduction/session and open discussion, the workshop helps participants identify and shape initial ideas that reflect their voice and vision in their future writings.



Format	Workshop
Instructor	Mariam Naoum, Screenwriter; Founder & CEO of Sard
Language	Arabic
Who is it for	Beginner writers, emerging storytellers, and creatives interested in film and drama

Presented by



TRACK TWO - 3:30 PM – 4:30 PM

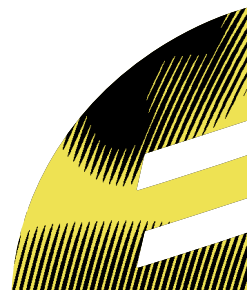
Mastering TikTok: From Basics to Breakthroughs

This multi-format session combines two main elements to maximize engagement and knowledge. It will start with a hands-on training workshop, offering both practical tips, best practices and inspiring insights to help you master TikTok for content creation and growth. The session will wrap up with an engaging panel discussion, that puts the training into a real-life setting, joining Shehab AL Hashimi, TikTok's 2025 Gold Award winner for "Best Educational Content Creator", and Dia Haykal, Director of Brand and Partnerships at Majarra, the leading Arabic digital content publisher.



Format	Training and discussion session
Instructor	Donia Abi Nassif, Regional Programs & Education Lead
Language	Arabic
Who is it for	Content creators and publishers

Presented by





TRACK THREE - 3:30 PM – 4:30 PM
Generative AI Tools for Arabic Content

This session offers a comprehensive look at the generative AI landscape for Arabic content. It begins with an overview of current advancements, followed by a focus on prompt engineering tailored to Arabic language models. A live demonstration will showcase AWS-powered tools designed for Arabic storytelling and publishing. Key focus areas include AI-assisted Arabic creative writing, automated translation and localization of Arabic content, and optimizing publishing workflows through AWS services to support efficient and high-quality content production.



Format	Workshop
Instructor	Rafik Soliman, AI/ML Sales Specialist Lead – UAE Enterprise and Gulf
Language	Arabic
Who is it for	Tech professionals, Business professionals, University students, Content creators, media professionals, creative industry professionals

Presented by



TRACK FOUR - 4:30 PM – 5:30 PM
Snap School for Content Creation

This workshop is an exclusive Snap School session for you to learn Snap’s latest best practices around content creation, to discover how to grow your audience, build your business, and turn your creativity into a career.



Format	Workshop
Instructor	Aya Kalouti, Talent Partnerships Manager for MENA
Language	English
Who is it for	Students, content creators and young professionals

Presented by





TRACK FIVE - 4:30 PM – 5:30 PM

Arabic Education: From Traditional Learning to AI-Powered Classrooms

Explore how technology is reshaping Arabic language learning—from intelligent content generation to cloud-powered personalization. This session features an interactive demo using AWS AI services, along with a real-world case study on how institutions are building secure, scalable, and adaptive Arabic learning platforms with tools like Amazon Bedrock.



Format	Workshop
Instructor	Mohamed Ezzat, Head of AI/ML Sales - Public Sector
Language	Arabic
Who is it for	Educators, university students, EdTech professionals, cultural institutions

Presented by



DAY 2

15 SEPTEMBER

TRACK SIX - 3:30 PM – 4:30 PM

Google Gen AI tools in Arabic: Gemini and NotebookLM

Step into the future of content creation with this hands-on workshop exploring Google’s groundbreaking generative AI tools—Gemini and NotebookLM. Discover how to unlock smarter source discovery, effortlessly analyze Arabic and English texts, and turn written words into visually striking AI-generated videos and images. Whether you’re a student or a creative professional, this session reveals the powerful potential of GenAI to elevate your Arabic content like never before.



Format	Workshop
Instructor	Marwa Khost Jarkas, Communications & Public Affairs Manager, MENA
Language	Arabic
Who is it for	Students and young professionals

Presented by



TRACK SEVEN - 3:30 PM – 4:30 PM

Arabic Calligraphy Meets Digital Design with Adobe Express

This workshop explores how traditional Arabic calligraphy can be creatively reimaged through modern digital tools developed by Adobe. Tailored to anyone who wants to learn more about design, the session will feature a live demonstration on how to use Adobe Express and discover Adobe Firefly’s Arabic-language generative AI capabilities, to produce culturally rich, modern compositions for social media, education, and more.



Format	Workshop
Instructor	Andrei Koziakov and Shadi Abu Hussein
Language	Arabic and English
Who is it for	Students and young professionals; aspiring designers

Presented by



TRACK EIGHT - 3:30 PM – 4:30 PM

Demystifying Creativity: Originality in Game Development

Marking the launch of the Arabic edition of his best-selling book “Demystifying Creativity: Originality in Game Development”, translated and published by Abu Dhabi Arabic Language Centre, the renowned Creative Director and Author Fawzi Mesmar will lead an interactive session exploring the practical and philosophical dimensions of creativity in game design. Drawing from his extensive experience in the global gaming industry, Mesmar will guide participants through frameworks and strategies for cultivating original ideas, overcoming creative blocks, and building culturally resonant content.

Participants will also get the chance to get a free signed copy of the Arabic edition.



Format	Masterclass
Instructor	Fawzi Mesmar, Gaming Creative Director and Author
Language	English
Who is it for	Game developers; gaming enthusiasts; students and young professionals





TRACK NINE - 4:30 PM – 5:30 PM

Snap AR: Transform Your Creativity into Opportunity

Join Snap's AR team for an inspiring masterclass on augmented reality. Discover how AR can transform storytelling, unleash your creativity, and open new career opportunities. Walk away with practical strategies to thrive within the Snap AR community.



Format	Masterclass
Instructor	Mohammed Bouarib, Regional Creative Strategy Lead MENA
Language	English
Who is it for	Students, content creators and young professionals

Presented by



TRACK TEN - 4:30 PM – 5:30 PM

Reimagining Content and Business Models for the Digital Age

This session explores how cultural heritage can be preserved and reimagined for contemporary audiences. Through discussions on modern storytelling formats, immersive technologies, and future-facing business strategies, it highlights practical approaches to engaging new generations while maintaining cultural authenticity and integrity.



Format	Masterclass
Instructor	Ani Attamian, Business Advisor guiding organizations to turn disruptive innovation into sustainable growth
Language	English
Who is it for	Content creators and publishers

Presented by



4:30 PM – 6:30 PM**Congress X Youth Awards: Projects Pitches & Awarding Ceremony**

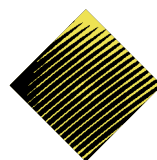
Congress ACI tracks will conclude with the Youth Awards, where youth have been invited to create innovative solutions on how we can leverage creativity and technology to inspire Arabic students to learn more. The most innovative solutions will be shortlisted, with the top entries invited to pitch on stage for awards and prizes.



Format	Presentation and Awarding Session
Language	Arabic & English
Who is it for	Students and Youth

Presented by

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PROFESSIONAL CAPACITY BUILDING TRACKS IN COLLABORATION WITH



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