International Retailing 3300

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09/14/2022

Fall 2022

Team Proposal for the Dominican Republic

Figure 1 La Zona Colonial



Xi, S.C. (2020) Photo of La Zona Colonial in Santo Domingo

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Cultural & Economic Geography of the Dominican Republic

Figure 2

El Malecón de Santo Domingo



Holger, M. (2013, February 23) photo of El Malecón de Santo Domingo

Cultural geography shows how people live their lives in different regions of the world (Sternquist, 2007, P. 6, Par. 3). This includes customs, languages, cuisines, art, rituals, food, and music, which shows why individuals behave the way they do in their communities (Briney, 2020). From its fertile valleys, breathtaking beaches, to its rainforests, the Dominican Republic is known to be one of the most beautiful countries in the Caribbean (AFS-USA, 2022). The Dominican Republic is a country located on the island of Hispaniola, which is shared with Haiti. It lies between the Caribbean Sea and the Atlantic Ocean. The Dominican Republic has faced

social and political turmoil, ethnic conflicts, export-oriented booms and busts, and extended periods of military rule. Geographically, the Dominican Republic is located in one of the most important spots in Latin America because the country is at the center of the American continent, this makes the Dominican Republic one of the most visited tourist places in the caribbean. Its location also makes it accessible by any means possible and this helps imports to be more effective and companies can deliver products faster. The Dominican Republic's *main* language is Spanish, while English is becoming more common (Gonzalez, 2022). When it comes to the topic of religion, many Dominican individuals live day by day devoting their time to the Roman Catholic Church. In terms of the race in the country, there is a mix of everything. It is predominantly of black, white, or mixed (Gonzalez, 2022).

The Dominican Republic's economic geography, or its distribution of industrialization of wealth (Sternquist, 2007, P. 6, Par. 4), has been affected due to the recent COVID-19 pandemic along with its high rate in crime and violence (OCHA, 2022). According to OCHA, or the Office for the Coordination of Humanitarian Affairs, the unemployment rate has been at 6.4% since 2020, to present time, which means **more** people will be at the risk of falling into poverty. Additionally, crime in the Dominican Republic remains to be a **huge continuous issue** which is causing a challenge on its economic growth that happens to be linked to the country's strict COVID-19 policies (OCHA, 2022).

Climate

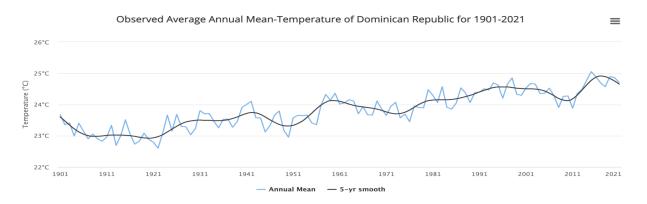
The Dominican Republic isn't the Dominican Republic without its tropical Caribbean weather. Dominicans experience year-round warm and humid conditions; during the months May-October it is a hotter/muggier season, rather than November-March where it is cooler ("Climate-Dominican Republic," 2020). That doesn't seem like winter at all. However, due to its geographical position and island status, they are exposed, more than other countries, to hurricane and tropical storms which in the long run can affect the country's economy and bring in dangerous hazards ("Current Climate > Climatology," 2021). In 2017, the Dominican Republic was ranked the 11th most vulnerable country to climate change, due to its high risk of experiencing climate-related hazards, such as floods ("Current Climate > Climatology," 2021). With that being said, cyclones and hurricanes tend to visit the Dominican Republic often throughout August-September; another important reason they experience such weather conditions between those months is due to the country's center positioning in the Atlantic hurricane belt, as stated before. This ties in the interrelationship that the Dominican Republic has with the countries surrounding it. The United States government, through USAID (United States Agency for International Development), has been working hard to overcome "climate change in support of its Dominican neighbor, partner, and friend" (Domingo, 2021). Through its Clean Cities, Blue Oceans program, the USAID works hard to attend to the global crisis of marine pollution in the Samaná province located in the Dominican Republic (Domingo, 2021). Also, in the island of Hispaniola, which is home to the Dominican Republic and Haiti, the marine ecosystems have been heavily impacted by pollution, overfishing, and invasive species spread (Domingo, 2021). This signifies the correlation between the Dominican Republic, Haiti, Hispaniola, and the Samaná province; they are all vulnerable to drastic climate change, which

can then have an effect on their ecosystem, but thankfully with the help of the USAID, they are able to withstand the damage to an extent.

Since the 1960's, the average number of cold nights in the D.R has decreased by 8.3%, while the average number of cold summer nights has decreased by 14.7% ("Current Climate > Climatology," 2021). The mean annual temperature has increased by approximately 32.8 degrees Fahrenheit, at an average rate of approximately 32.2 degrees Fahrenheit per decade ("Current Climate > Climatology," 2021). The D.R has experienced a slight reduction in precipitation due to an increase in dry periods in the northern side of the country in the months May-June and September-October; the Southern areas of the country mainly have two seasons, which are dry winter and rainy summer ("Current Climate > Climatology," 2021). This backfires on the Northeastern side of the country because it experiences heavier precipitation, while far western and southwestern valleys remain dry.

Figure 3

Average annual mean-temperature of the Dominican Republic



The World Bank Group (2021) graph of average annual mean-temperature of the Dominican

Republic from 1901-2021

Natural Resources

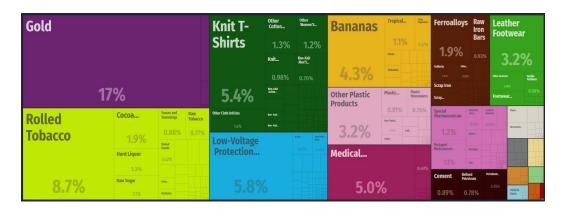
The Dominican Republic is a beautiful country situated in the Caribbean. It was the first major colony of Spain, and it has one of the most diversified cultures in the world (Haggerty, 1989). The Dominican Republic is a well-known country that has a lot of natural resources that catch people's attention, and these natural resources made it one of the most attractive places for tourists and investors in Latin America (Sawe, 2019). The most important natural resources people can find in the island are the landscapes, beaches, mountains, minerals (gold, silver, copper, zinc, etc.), and farms that produce cocoa beans, avocados, coffee, coconut and much more (Sawe, 2019). Gold and silver are the two most essential minerals in the country; however, tourists are very interested in getting Larimar and Amber when they visit the country because these two precious stones are the identity of the country (Sawe, 2019). Other natural resources are cocoa beans and avocados. The Dominican Republic is the tenth largest producer of cocoa in the world, as they have a major source of organic beans (O'Bryan, 2019). Moreover, the Dominican Republic is the second largest avocado producing country in the world after Mexico ("How Avocados are Making," 2017). The Dominican Republic is also well-known for its beautiful landscapes and beaches. Bávaro and Punta Cana are the most famous places for tourists in the country, located in the eastern region due to their gorgeous scenery and beaches (Sawe, 2019). In all, the Dominican Republic has an abundance of natural resources that enhances the economy and allows its citizens to live a healthy and natural lifestyle.

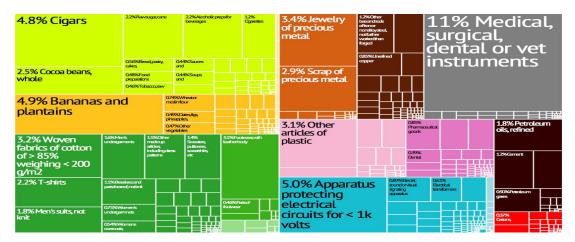
Imports/Exports

Strong commercial ties exist between the Dominican Republic and several countries across the world. The Dominican Republic is a vital supplier to markets in the United States as well as with five Central American countries Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua (Dominican Republic, 2020). When a manufacturer is interested in expanding internationally certain choices will determine its level of involvement and financial commitment (Sternquist, 2007, P.8, Par.1). On August 5, 2004 they signed the Dominican Republic-Central America- United States Free Trade Agreement (CAFTA-DR). Dominican Republic is currently our 36th largest goods trading partner with \$14.7 billion in total (two way) goods trade during 2019. Goods exported totaled \$9.2 billion; Goods imports totaled \$5.6 billion. The U.S goods trade surplus with the Dominican Republic was \$3.6 billion in 2019 (Dominican Republic Trade, 2019). The lowest level of involvement is to **export**, shipping products to a foreign country (Sternquist, 2007, P.8, Par.1). The Dominican Republic and the United States have long-standing cultural and personal links, which contribute to their close geographic proximity and the strength of their trading relationship. For which in the CAFTA-DR there are also other important disciplines which relate to trade facilitation, technical barriers to trade, government procurement, labor among others. The leading services exports from the U.S to D.R were in the travel, transport and financial services sectors.

Figure 4

Exports and Imports from Dominican Republic





The Observatory of Economic Complexity (2019) The Dominican Republic Export (2019) photo of Exports and Imports from Dominican Republic as of 2019

Figure 5

Dominican Republic/ Hispaniola



Furian, P (2015, April 10) Map of the Dominican Republic/Hispaniola

Political Risk

Figure 6

Haiti



Milfort, M. (2022, September 15) Photo of Haiti as of September 2022

Photo of the port in Puerto Plata9

The Dominican Republic's political system has *always* been *very* chaotic, tracing back to the presidency of Rafael Trujillo and his oppressive regime. This includes major right concerns on racial discrimination, injustice, banning of abortion, and the National Police's inappropriate use of force (Human Rights Watch, 2019). To add on, after Haiti's former president, Jovenel Moïse, was assassinated July 7, 2021, the Dominican Republic's current president, Luis Abinader, has been on a task to encourage the United States and other members of the international population to do more to solve Haiti's ongoing complicated catastrophe (Charles, 2022). This *interrelationship* shows how it affects the whole island in general. This then led to the Dominican Republic closing its embassy in Haiti due to the country's political and socio economic crisis, which is currently causing controversy in *both* Haiti and the Dominican Republic (Dominican Today, 2022).

Method of Entry

Figure 7
Port Of Puerto Plata DOPOP, San Felipe



Menon, A. (2020 September 30)

The Method of Entry that is used primarily, in the Dominican Republic, is the use of a distributor (International Trade Administration, 2021). The distributor's main job is to keep connections with you and the sales people in the country. Some other forms of entry are through the use of a wholly owned subsidiary, a joining venture, franchise or lastly the use of those who have retail in the Dominican Republic (International Trade Administration, 2021). Being that the country itself has to protect themselves financially, it is very important that their advantages outweigh the disadvantages. This is important as it keeps the country in good standing with the use of imports and exports but also maintains the relationship between other countries and the Dominican Republic. The multiple forms of methods of entry are extremely beneficial as it is what the country needs for imports and exports. Although some pose the threat of a financial risk, most common methods have been sought out to be very effective (Sternquist, 1998). Along with the advantages and disadvantages, the Dominican Republic is a popular country for exports as traveling into the country is inexpensive making it easier to communicate or fly into the country to take care of your business. In the case of many Caribbean islands as well as the United States, one must go down to the U.S. Embassy located in the capital, Santo Domingo, Dominican Republic (International Trade Administration, 2021).

Stage of Retail

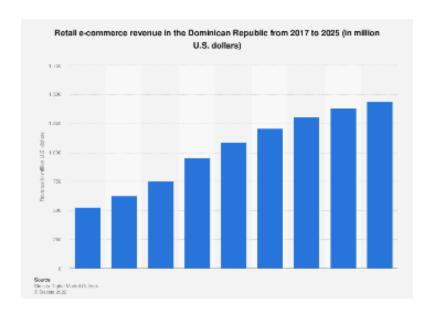
The Dominican Republic, for many years, has been attracting foreign investments due to their tourism, government support, and mining, and lastly they have the lowest rate of inflation in Latin America and the Caribbean ("Setting Up a Business," 2022). This is the reason why they are the largest receiver of foreign investment in the Caribbean; so it would be ideal to set up a

business in the Dominican Republic ("Setting Up a Business," 2022). Before one can take that initiative, there are certain steps that have to be completed in order for things to go smoothly.

The first, is to of course, figure out what business it is that you want to register in, after that, the Dominican Republic gives you five options to choose from for entities (Sole Proprietor, Individual Limited Liability Company, Limited Liability Company, Joint Stock Company, and lastly, Simplified Joint Stock Company) ("Setting Up a Business," 2022). Next, you would want to open up a bank account for your business, appoint a legal representative, draft bylaws for the business, pay an incorporation fee, etc. ("Setting Up a Business," 2022; "Opportunities For Doing Business," 2022). The top Dominican Republic banks are as follows: Banco Multiple BHD Leon, BanReservas, Banco Vimenca, Banco BDI, Scotiabank, etc. (CFI Team, 2021). For Potential investors in the Dominican Republic they should register with the U.S. Embassy, visit host country resources, and review the Department of State's Investment Climate Statements and the Department of Commerce's Country Commercial Guides in order to be up to date with the latest analysis of the economic and political conditions in the Dominican Republic ("Setting Up a Business," 2022). Current investors in the Dominican Republic should register with the U.S. Embassy, add Commercial and Agricultural Specialists to their mailing lists, and set up a meeting with the economic and commercial team of the U.S. Embassy to discuss any issues that may arise ("Setting Up a Business," 2022).

Technology

Figure 8



Chevalier, Stephanie (2022, September 1) *Photo of The Dominican Republic Total retail*e-commerce revenue 2017-2025.

Technology in the Dominican Republic has advanced tremendously. Through the years "Historically, the country's economy has been based on its strengths as an agricultural exporter. In the last decade, the Dominican Republic has capitalized on its geographic location as a manufacturing hub and distributor" (TBY, 2017). Being that the country is rich in natural resources such as "gold, ferronickel, coal, salt, gypsum, and stone" (Embassy of the Dominican Republic, 2022). These resources are important for the country and other countries that are benefiting from them. Technology is an advance for the world but especially for a country like the Dominican Republic who is considered a third world country. According to the International Trade Administration, "a law was enacted in 2002 to regulate electronic retailing, digital

documents and electronic signatures" (ITA, 2021). This law brought in a whole new world to the Dominican Republic as it opened up the gates of e-commerce and e-retailing. With years of technological advances on the rise, it took many years to come up with terms to control e-commerce in and out of the country. Mobile devices becoming the main source of many has made it extremely easy for e-retailing to take place. According to the International Trade Administration "The Dominican Republic, with an approximately 11 million population by the end of 2020, has mobile connections of 8.64 million (79% of the population) and 8.16 million internet users (74.8% of the population)" (ITA, 2021). These quantifiable numbers show how active users are and how much they partake in e-commerce. The COVID-19 pandemic brought a large number of consumers to e-commerce and e-retailing as it was their only source to get their food, clothing, and things necessary for their home. As many people had to stay home, digital marketing became a large market for the Dominican Republic causing lots of traction in the market for other countries.

Culture

Figure 9



Genao, Greisy (2021, September 5) Photo of Dominican men playing instruments

The Dominican Republic is more than just tourist attractions and resorts, the Dominican Republic is *Culture*. *Culture* is defined as "primary socialization". Culture classifies the world around us, which has symbols and meanings in society (Sternquist, 2007). What makes the Dominican Republic's culture unique is that its customs and beliefs are heavily influenced by the European, African, and Taíno traditions and values (Cabral, 2017). The culture promotes joy, ease of life, and family and they are very passionate about their history of music and dance (Guzman, 2022). When it comes to meeting etiquette, Dominicans have various ways to present themselves. A handshake is expected, along with direct eye contact and a friendly grin using the appropriate greeting for the time of day. Another way is greeting an individual with a kiss on

both cheeks, which is extremely common (Commisceo Global Consulting Ltd.). In terms of *space, or the distance between two people in conversation,* Dominicans tend to stand very close to each other when it comes to one-on-one conversations, also with a lot of hand movements (Sternquist, 2007). But when it comes to group conversations, you will find them standing far from each other in their own spot, and probably speaking very loud. **Now this in no way is meant to stereotype** *all* **Dominican people.**

When it comes to promoting the ease of life, Dominicans work very hard to support themselves and their families, but they also get the freedom to have more time with them from jobs. Family loyalty is big within the culture. Dominicans do their best to keep their loyalty with one another and they put that priority first before anything. With this loyalty, it is also very common for people to have a specific nickname for each other, other than their legal name, without it having a negative connotation to it (Commisceo Global Consulting Ltd.). La Siesta and Business hours are taken very seriously. As the clock strikes twelve o'clock, people can be seen rushing home from work or running errands to lunch with their loved ones. Small businesses tend to close their doors from 12:00pm to 2:00pm to eat and nap (Guzman, 2022). The main meal that is served midday is known as "La Bandera" which consists of red beans, white rice, and stewed meat. Usually this is served, and can not be forgotten, with fried plantains, salad, and avocado (Every Culture, 2006). The majority of Dominicans are impoverished and live paycheck to paycheck. This does not prevent them from having fun and going out. When it comes to nightlife and music, Dominicans love to partake in dancing and singing. The nightlife in the Dominican Republic is their part of promoting joy and ease of life. The people of the

Dominican Republic go out to dance to music like *bachata*, *merengue*, *salsa*, *and dembow* which is what represents the culture. Without the music, the culture would be nothing.

Labor & Employment Practices

Figure 10



Johnson, Will (2015, October 23) To the cane fields of Dominican Republic.

Barriers of Trade

CAFTA-DR On September 6, 2005, the Dominican Congress ratified the United States-Dominican Republic-Central America Free Trade Agreement (CAFTA-DR). Entry into force occurred on March 1, 2007. More information on CAFTA-DR is found in earlier chapters of this document.(Trade, 2021)

Land refers to the "natural resources used to produce things". (Sternquist, 2007). Some of the Dominican Republic's most important natural resources include arable land, minerals, fish,

and beautiful scenery among others. In 2015, forests covered roughly 41% of the Dominican Republic's territory which was a significant increase from the size of land covered in 2004. The increase in forest cover within the Dominican Republic is primarily because the government and environmentalists encouraged the Dominican people to plant more trees and conserve the existing forests (Benjamin Sawe, 2019). Labor refers to "unskilled and semi-skilled workers", rather than the skilled labor force (Sternquist, 2007). Countries can attract some retailers such as large department stores by offering low-cost labor (Sternquist, 2007). The Dominican Republic has long been viewed primarily as an exporter of sugar, coffee, and tobacco, but in recent years the service sector has overtaken agriculture as the economy's largest employer, due to growth in telecommunications, tourism, and free trade zones. Labor force by occupation Agriculture 14.4%, Industry 20.8% and Services 64.7% (CIA The World Factbook, 2022). Capital refers to " money, machinery, and infrastructure". (Sternquist, 2007). The Dominican Republic has experienced a remarkable period of economic growth throughout the past 25 years; it expanded by an average of 5.3% in 2000-2019 and this was mainly driven by capital accumulation and total factor productivity growth (De La Paz, 2022). "As the pandemic recedes, investment in human capital will be vital to the DR's continued growth and development" (De La Paz, 2022). Entrepreneurship refers to "creative management and ideas; or how people show problems and look for opportunities". (Sternguist, 2007). A study showed that more than 80% of the adult population in the Dominican Republic believes that they have the skills and intentions to start a business, and only 38% of these said they were afraid of failure (Dominican Today, 2022).

In the Dominican Republic, there are certain requirements that have to be met in order for foreigner employees to work. It is law that a company's workforce must consist of at least 80%

of Domicans, this is what allows foreigners to find employment due to the high demand for them (Sánchez & Salegna, 202, p.6). It is also vital that all employers have legal documentation to verify their identity because if not, the employers who hired them will be penalized; the requirements to request a temporary residence permit solely for employment are as follows: undergo a medical examination authorized by the General Directorate of Migration, have two copies of the passport photo, and two copies of Residence or Work Visa granted by the Ministry of Foreign Affairs through the Dominican Consulate in the country of origin (Sanchez & Salegna 2021, p.6). The minimum working conditions in the Dominican Republic are straightforward and aren't too complicated for those who can't really understand. All employees are entitled to a minimum wage that is regularly adjusted; the amount may vary based on the sector and size of the company, and it is mainly managed by the National Salary Committee (Tossi, 2021). Employees have the right to compulsory health insurance and health insurance which is funded by both the employers and employees through mandatory social security contributions. All salary must be paid by cash, check, or direct deposit to the employee's bank account and their regular work period cannot exceed eight hours per day and 44 hours per week (Tossi 2021). The employer is also supposed to provide their employees with compulsory paid vacations and a Christmas salary every December, which consists of one twelfth of the original salary earned by the employee throughout the calendar year (Diaz & Median, 2022). Due to COVID-19, there are protocols that have to be followed now in workplaces in order to maintain a safe and healthy environment for all workers. These protocols include conducting daily health checks, frequent cleaning & disinfecting, social distancing, encouraging employees to wear face masks, and improving the building's ventilation system and having a specific procedure to follow in case of any COVID-19 cases (Tossi, 2021).

Economy

According to the World Bank in the Dominican Republic "Over the past decade, economic growth in the DR has substantially reduced poverty rates and supported the expansion of the middle class. However, disparities in access to economic opportunities and public services remain deep." The Dominican Republic, like other countries, has suffered from the pandemic. Today, the Dominican Republic is slowly recovering and is having a positive rebound. The poverty level dropped by 21 percent. But with the pandemic impact more people are unemployed. Like other countries, the Dominican Republic has restricted rules of social distance, wearing masks and people need to get the vaccine, and cleaning rules. However, the Dominican Republic has found ways to get back to normal because covid 19 has a negative impact on the economy and the government decided to remove the restriction of covid 19 to help the economic growth, making tourism and other sources of work back to normal (OCHA,2022). Moreover, the Ukraine and Russia conflict is affecting the Dominican Republic economy because oil and wheat prices have risen like never before. Gas prices are over ten dollars in the Dominican Republic, and this has affected other areas as well.

Retailing

The Dominican Republic is one of the most dynamic economies in the Caribbean region. The Dominican Republic is an upper middle-income country with low and stable inflation. Is the second largest economy in the Caribbean, just behind Cuba, and the third-largest country in terms of population (behind Cuba, and Haiti). (Autry, 2020). In 2019, Dominican Republic GDP will end up with \$89 billion with a 5.1 percent increase from 2018. The Dominican Republic

majors export growth has moved away from its traditional products (raw sugar, green coffee, and cacao) to gold, ferro nickel, sugar, derivatives, free-trade zone products, vegetables, and other agricultural products. The top then growth products in the Dominican Republic are cheese, wine, beer, pork, chicken parts, meat (beef, seafood, snack foods, frozen potatoes, vegetables and fresh fruits and the top of DR retailers are La Sirena, Polo Supermarkets, Jumbo, Nacional Supermarkets and Bravo. Additionally, The Dominican Republic (DR) is one of the largest and most stable economies in Central America and the Caribbean. With the U.S. consumer -oriented product exports reaching \$600 million in 2019, the country represents the fifth-largest market for such products in the Western Hemisphere. (Autry ,2020) In addition, the main export partners of the Dominican Republic are the United States, Haiti, Switzerland, India and Canada. (Wikipedia, 2022)

Business side of fashion

In addition, the textile sector is becoming very important in the Dominican Republic, because 70% of the Dominican free zone companies are textiles companies and "being one of the milestones of the country in respect to levels of export and employment." (Now, the Dominican Republic has better benefits because the United States is getting out of china. (2017) Also, Dominican Republic is one of the Central America regions where the textile sector is very important for the government, and the textiles sector brings many benefits to the economy and became the top 5 industries that contribute most of the economics of the region. (Litman, 2015) According to "Dominican Republic Free Zone" the textiles and apparel industry in the Dominican Republic has been progressing through the years, moving from light manufacturing and intensive hand labor, to now being capable of offering vertical integration with design and

full package options. The Dominican Republic has 229 textiles and apparel manufacturers making around 50,000 direct jobs and exports make it to the amount of \$1.1 billion USD, being 13% of the country's total exports. "Today, 41% of the exports in textiles are condensed in textiles input such as fabrics and yarns, exported mainly to Haiti and Central America."

Factors of production

The Dominican Republic has a mixed economy based largely on services (including tourism and finance), trade, manufacturing, telecommunications, and construction; agriculture and remittances from the many Dominicans living abroad are also important. (Goldberg, 2022) One of the most important sources of foreign exchange of the Dominican Republic is tourism, becoming the Caribbean's most popular tourist destination. People like to go to the Dominican Republic because they enjoy the beautiful beaches, climate, restored Spanish colonial architecture and the low prices in the country. The popular tourist is from the United States, Canada, Italy and other European nations. The most important tourist sites are La Romana, Samana, Puerto Plata, and Santo Domingo.

Trading Partners

The Dominican Republic has a good relationship with the United States, China, Mexico, Spain, and Brazil. The Dominican Republic's most important trading partner is the United States with more than 40% of total commercial exchange, resulting in \$ 12 billion in trade. The second main trade partner is China with over \$3 billion in trade. Mexico, Haiti and Spain have over \$700 million in trade. Last, Brazil has the lowest amount that is \$500 million. The free trade zone manufacturers products are medical devices, electrical equipment, (pharmaceutical and

chemicals), gold, nickel, agricultural products, liquor, cocoa bean, silver, sauces and seasoning. The direct investment flows in the Dominican Republic were strong in 2020 during COVID19 pandemic with 2.5 billion added to the stock in that year. Also, having grown to an estimated \$44.5 billion and growing more from than before since 2006 when the liberation efforts began.

The Dominican Republic is the Fifth Largest-Hispanic population in the United States where the culture has emerged in the United States in every state with arts, music, sports, and politics. The Dominican Republic and the United States do not share only the trade; they share a long history spanning governance, and familiar post-colonial roots. Also, the Dominican Republic became the United States four largest trading partners in Latin American and the Caribbean and DR is the sixth- most popular destination in the world for U.S tourists. In the last three years the Dominican Republic has a strong relationship with Taiwan and signed dozens of new economic and cultural agreements with Beijing. (Runde 2021)

In 2020, Dominican Republic will export various main products to China resulting in \$298 million which are ferroalloys, medical instruments, and special pharmaceuticals. During the last 25 years the exportation to China from the Dominican Republic has risen with a rate of 47.3% from \$18.5k in 1995 to 298m in 2020. (Runde, 2021) Moreover, the Dominican Republic has a good relationship with the United States. The Dominican Republic wants to cut the relationship with China, because his main trading partner is the United States.

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