

Benelux's Leading Multi-Day Asian Festival



**AMAZING ASIA
FESTIVALS 2024**



Organised by Amazing Asia Festival

Marketing Support by Paul Poole (South East Asia) Co., Ltd. – The Sponsorship Experts

The Largest Food And Culture Event In Belgium

| Platform To Promote Asian Brands

| A Unique Journey Through Asia, Close To Home

| Take A Trip To Asia, Without The Jetlag



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AMAZING ASIA FESTIVALS 2024

Now in its sixth year, AMAZING ASIA FESTIVALS 2024 is Benelux's leading multi-day Asian festival attracting over 60,000 visitors from Belgium, Netherlands, France, Germany and Luxembourg.

AMAZING ASIA FESTIVALS 2024 comprises six vibrant and immersive events, celebrating the rich tapestry of Asian culture and showcasing hundreds of authentic Asian products and experiences.

The organisers' mission is to fully introduce Asian culture to Belgium and in doing so raise awareness and funds for underprivileged children's charities.

Honorary ambassadors for the festival include embassies and tourism boards from Thailand, Philippines and Indonesia.

QUICK FACTS

6 WEEKENDS

Each event begins on Friday night, continues on Saturday and ends on Sunday night

6 DIFFERENT LOCATIONS

Hasselt | Antwerpen | Leuven | Laakdal | Vilvoorde | Ghent

10,000 VISITORS PER EVENT

60,000 in total over 6 events between May and September

ESTIMATED AWARENESS

Press: 1M impressions
Offline: 50,000 impressions
Online: 750,000 impressions
On site: 60,000 impressions

CHARITY GOALS

Supporting schools for orphan children in Asia and social projects in Belgium

SOCIAL MEDIA

Facebook: 7,500 followers
Instagram: 2,500 followers
The greatest reach in its genre

100+

Exhibitors

EMAIL MARKETING

Newsletters: 10K+ subscribers
Press releases: 360 receivers

200 VOLUNTEERS

Supported by volunteers and volunteer organisations

**Be Part Of AMAZING ASIA FESTIVALS 2024...
Become A Commercial Partner**



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PACKAGES

AMAZING ASIA FESTIVALS 2024: ALL EVENTS

TIER 1 - TITLE SPONSOR – ALL EVENTS

One Title Sponsor with naming rights to all 6 x AMAZING ASIA FESTIVALS 2024 events

TIER 2 - CO-SPONSORS – ALL EVENTS

Co-sponsors from non-competing categories for all 6 x AMAZING ASIA FESTIVALS 2024 events

TIER 3 - OFFICIAL SUPPLIERS & MEDIA PARTNERS – ALL EVENTS

Official Suppliers providing goods & services essential for all 6 x AMAZING ASIA FESTIVALS 2024 events

Media Partners for all 6 x AMAZING ASIA FESTIVALS 2024 events

AMAZING ASIA FESTIVALS 2024: EVENT SPECIFIC

TIER 1 - PRESENTING SPONSOR – SPECIFIC EVENTS

Presenting Sponsor for one or more AMAZING ASIA FESTIVALS 2024 specific events

TIER 2 CO-SPONSORS – SPECIFIC EVENTS

Co-sponsors from non-competing categories for one or more AMAZING ASIA FESTIVALS 2024 specific events

TIER 3 - OFFICIAL SUPPLIERS & MEDIA PARTNERS – SPECIFIC EVENTS

Official Suppliers providing goods & services essential for one or more AMAZING ASIA FESTIVALS 2024 specific events

Media Partners for one or more AMAZING ASIA FESTIVALS 2024 specific events

OTHER OPPORTUNITIES

ACTIVATION ONLY PARTNERS

Opportunities available at each of the 6 x locations for Activation Only Partners

COUNTRY OF HONOUR PARTNERS

An opportunity for a country to become the Country of Honour Partner at one or more of the six events that make up the Amazing Asia Festivals 2024





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FESTIVAL CONTENT

AMAZING ASIA FESTIVALS 2024 is a meeting point for over 10,000 travelers, food lovers, entrepreneurs, Asia 'passionates' and Asian communities indulging in a budget-friendly festival.

As a Sponsor or Partner of AMAZING ASIA FESTIVALS 2024, your brand is associated with an event that has a solid reputation with over 100 exhibitors, including...

LIVE! STAGE Bands Asian Dance Music	SPECTACULAR ASIAN ACTS & ATTRACTIONS including Thai Boxing	STREET FOOD VENDORS 60,000 in total over 6 events between May and September
KIDS ENTERTAINMENT ZONE	INSPIRATIONAL TRAVEL AREA	HEALTH & WELLBEING Thai Massage Parlours
BARS & COCKTAILS	WORKSHOPS & KEYNOTES ZONE including product presentations, inspirational travel storytelling, workshops, cooking demonstrations	SPECIALITY SHOPS featuring clothing, jewellery, toys and delicacies



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SCHEDULE

DATE	LOCATION	VENUE
24 - 26 May	HASSELT	Kapermolenpark, Koning Boudewijnlaan
14 - 16 June	ANTWERP	TBC
4 - 6 July	LEUVEN	King Power Stadium, Kardinaal Mercierlaan
2 - 4 August	LAAKDAL	Domein De Vesten, Kanaalweg 6
30 August - 1 September	VILVOORDE	Drie Fonteynen, Beneluxlaan 32
13 - 15 September	GHENT	Arsenaal Site, Brusselsesteenweg 602

Subject To Change

GROWTH

Originally named the Thai Market, the first event took place in 2019 attracting 3,600 visitors.

In 2021, the event was renamed Amazing Asia Festival and grew to 16,000 visitors over two events. Last year Amazing Asia Festivals expanded to six events across Flanders and welcomed almost 60,000 people!

YEAR	NO. OF FESTIVALS	VISITORS
2023	6	60,000
2022	4	36,000
2021	2	16,000
2020	1	4,000
2019	1	3,600



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ATTENDEES

BASED ON 60,000 ATTENDEES IN 2023

80% 30-50 YEARS
20% 50+ YEARS
45% FEMALE
55% MALE

56% TWO OR MORE CHILDREN LIVING AT HOME
51% LIVE WITHIN 20KM
49% LIVE 20KM+ AWAY
63% RETURNING VISITORS

79% BELGIAN PASSPORT
21% ASIAN / FOREIGN PASSPORT
82% PLAN TO GO ON HOLIDAY IN NEXT 18 MONTHS...
33% PLAN TO TRAVEL TO ASIA IN NEXT 18 MONTHS

25 - 54
STRONGEST REPRESENTED AGE (80%) WITH AS MANY MEN AS WOMEN

10% - 15%
COME FROM THE NETHERLANDS, FRANCE, GERMANY AND LUXEMBOURG

B2C REACH

Private Foodies; Travelers; Epicureans

B2B REACH

Catering Entrepreneurs; Importers; Supermarket Owners; Food & Beverage Industry Professionals; Opinion Formers & Influencers

VISITOR PSYCHOGRAPHICS

Travel-minded
Want to see and be seen
Want to taste and discover
Appreciate quality craftsmanship
Value comfort



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PREVIOUS SPONSORS

PREVIOUS PARTNERS

ABC	HelloFresh	PepsiCo	Sunlee	Visit Antwerpen
B&B Hotels	Hengshun	Philippines Embassy	Sushi Fresh	Visit Vilvoorde
Bubble Go /	Indonesian Embassy	Prima Taste	Tao Kae Noi	
Chang Beer	Lipton	Spadel	Tourism Authority of Thailand	
Crelan	Mazda	Stad - Hasselt, Antwerpen, Leuven, Gent	Trung Nguyen	

CURRENT PARTNERS

UNITRIPS	Travel Partner	https://unitrips.be/
TIW THAI	Restaurant Partner	https://tiwthai.be/
DOMAIN DE VESTEN	Festival Partner	https://www.devesten.be/

MEDIA PARTNERS

Mediahuis / HBVL / TVL / GVA /
ATV / ROBTv / NB

CHARITY

The organisers aim to support projects for children, as they are our future. Past Amazing Asia Festivals have supported the Bamboo School, a school in Asia for orphans and underprivileged children with medical needs.

AMAZING ASIA FESTIVALS 2024 plan to dedicate each of the six festival events to a different charity goal. Each Country of Honour Partner has the opportunity to nominate a charity in their country.

DONATIONS

All events are free entry. However, the organisers ask for 1 Euro from each visitor, which will go straight to charity, aiming to raise a minimum of between 10,000 and 15,000 Euros for each charity at six events.

Additional funds can be raised through an optional VIP reception / networking event in the VIP zone of the AMAZING ASIA FESTIVALS 2024. Funded by the Country Of Honour Partner, up to 60 guests will enjoy lunch and networking with VIP dignitaries.

Bamboo School Thailand

The Bamboo School is a refuge for orphans, children who have been abandoned or who have medical problems. The children are educated there so that they can find a new goal in their lives and get involved in society. Bamboo School Thailand is located in the remote village of Bong-Ti, in Kanchanaburi, a province west of Bangkok on the border of Myanmar and Thailand. The school was built in 2000 and has developed enormously over the years.

Starting with just a dormitory, kitchen, classroom and library, the project is now also home to a medical centre with mobile clinics and an ambulance service for Sai Yok Hospital. In total, Bamboo School Thailand now accommodates 27 girls and 23 boys. Without this project, these children would be homeless with no family to support and no access to education. The centre is run entirely by volunteers.

<https://bambooschoolthailand.com/>



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WHY GET INVOLVED?

HOW AMAZING ASIA FESTIVALS 2024 CAN HELP YOUR BUSINESS

AMAZING ASIA FESTIVALS 2024 offers Sponsors, Partners & Suppliers numerous benefits, including:

YOUR BRAND -

be associated with Benelux's leading multi-day Asian festival. Drive awareness of your brand, through AMAZING ASIA FESTIVALS 2024 digital properties and audience demographics. Create interactive experiences at events. Brand activations leave a lasting impression and create a strong association between the brand and the festival.

YOUR VALUES -

drive trust and positive sentiment for your brand through engaging content that authentically integrates your product and delivers association.

YOUR SALES -

connect with food enthusiasts and potential customers. Showcase your products through sampling and demonstrations, allowing visitors to taste and experience them first hand. A powerful way to convert eventgoers into customers.

YOUR CLIENTS AND CUSTOMERS -

foster consumer engagement by interacting directly with visitors, answer questions, and build relationships. This personal touch leads to brand loyalty and increased customer retention.

YOUR NETWORK -

connecting with other businesses, potential distributors, and industry professionals. Make valuable connections that can lead to business growth.

YOUR STAFF -

inspire through charity and involve through volunteering.

YOUR DATA -

gathering digital audience insights to inform impactful future partnership and marketing content.

YOUR REPUTATION -

demonstrate your brand's commitment to the community by enhancing your reputation and creating a positive image among consumers who appreciate brands that support local events.



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WHY GET INVOLVED?

BRANDING RIGHTS EXPOSURE

EVENT BRANDING

CO-BRANDED STAGE
CO-BRANDED AREA
FENCE BANNERS AND FLAGS
VIP ZONE & LED SCREEN
FESTIVAL MAGAZINE
MENU SIGNS

MEDIA AREAS

AT PRESS AREA, PRESS CONFERENCES
& PRESS INTERVIEW BACKDROPS

SPONSOR ACTIVATION STAND

DISPLAY AREA TO PROMOTE &
SELL PRODUCTS & SERVICES

STAFF

LOGO ON OFFICIALS &
VOLUNTEERS UNIFORM

EVENT PROMOTIONAL CAMPAIGN

INCLUSION IN ONLINE & OFFLINE
MARKETING COLLATERALS

TICKET BRANDING

LOGO ON TICKETS

EXTERNAL EVENT BRANDING

LOGO ON BILLBOARDS, ROAD
BANNERS, ADVERTISEMENT
TRAILERS

BROADCAST & MEDIA RIGHTS

MEDIA PARTNERS

AMAZING ASIA FESTIVALS 2024 will be collectively featured 2M+ in the national media in the month leading up to each event.

AMAZING ASIA FESTIVALS 2024 has an extensive media partnership with Mediahuis - with advertising for three weeks per festival in off and online media including TVL, ATV, ROBTv, Het Belang Van Limbur, Gazet van Antwerpen, Het Nieuwsblad and Roularta Media Group: BRUZZ, RINGTV, RTV, AVS, Mediageuzen.

Commercial spots every half hour for two weeks on RINGtv, RTV, RobTV, TV Limburg, ATV and TVO.

Radio partnership with Radio Nostalgie, currently being finalised.



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WHY GET INVOLVED?

PROMOTIONAL & PR RIGHTS

AMAZING ASIA FESTIVALS 2024 will be supported by an all-encompassing promotional campaign running in the build-up to, during and post events. It covers:

PR & CONTENT

The PR campaign ensures wide coverage both during and after the event and will feature:

- Features on the event
- Online campaign of advertising, editorial, blogging and social media
- International and local news

The following media have covered the events:

Gazet Van Antwerpen	Het Laatste Nieuws	Leuven Actueel	Nieuws.be
Hageland Actueel	Het Nieuwsblad	Made In	RTV

ADVERTISING

In press communications, print and road signage – see inventory for full details.

APP - AMAZING ASIA COMMUNITY APPLICATION

Presence on the new 'Amazing Asia Community' platform, an innovative APP designed to enhance the experience of festival-goers and community members alike.

The platform will serve as the primary channel for purchasing entry tickets and tokens during festival seasons, creating a convenient and efficient process for both users and organisers. Key features include:

- In-App Ticketing and Token Purchase: Streamlined process for users to buy entry tickets and tokens directly through the application
- Year-Round Engagement: Beyond festivals, the application will encourage users to explore partner benefits throughout the year
- Access To Discounts: At hundreds of Asian restaurants, massage parlours, supermarkets, hotels, airlines, and more
- Promotional Opportunities: Dedicated section within the application to showcase and promote partners

DIGITAL & SOCIAL RIGHTS

AMAZING ASIA FESTIVALS 2024 has a strong digital presence and an engaged audience!

- Database of 10,000+ email addresses. 44% open rate on mails. 12% click through rate
- 8,000+ website visits every month. 70,000+ in festival season

 facebook.com/amazingasiafestival **7.5K FOLLOWERS**

 instagram.com/amazingasiafestival **2.5K FOLLOWERS**

Digital and social rights include:

- Own webpage (with special promotion)
- Logo and link on website
- Promotion in newsletter
- Logo in after movie
- Logo on Facebook Event Banner, plus "Shout Out" in Facebook Post



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WHY GET INVOLVED?

HOSPITALITY & NETWORKING RIGHTS

AMAZING ASIA FESTIVALS 2024 offers a great opportunity for Sponsors, Partners, Suppliers and Media to network and entertain their customers, clients, suppliers, staff and other audiences.

Sponsors, Partners & Suppliers are invited free of charge to any official functions, receptions and other events and occasions hosted in connection with AMAZING ASIA FESTIVALS 2024.

Sponsors, Partners & Suppliers will be allocated tickets all official events and functions.

EXPERIENTIAL RIGHTS

With over 60,000 visitors expected across six events, AMAZING ASIA FESTIVALS 2024 offers a fantastic opportunity for Sponsors, Partners & Suppliers to promote their products and services through experiential marketing at the events and throughout the calendar year.

All Sponsors and Partners will be allocated and Activation Stand with sampling rights.

MERCHANDISING RIGHTS

We offer our Sponsors, Partners & Suppliers the opportunity to produce joint branded merchandise. This could be used as giveaways through media and presence marketing promotions.



INVENTORY – ALL EVENTS

PARTNER LEVEL		
TIER 1 TITLE SPONSOR	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS

AMAZING ASIA FESTIVALS 2024 – ALL EVENTS

CATEGORY EXCLUSIVITY & TITLE RIGHTS

Right to title [TITLE SPONSOR NAME] AMAZING ASIA FESTIVALS 2024 presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] for advertising & PR use	Yes		
Right to title use [CO-SPONSOR NAME] [TITLE SPONSOR NAME] AMAZING ASIA FESTIVALS 2024 presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] for advertising & PR use		Yes	
Right to title [OFFICIAL SUPPLIER / MEDIA PARTNER NAME] [TITLE SPONSOR NAME] AMAZING ASIA FESTIVALS 2024 presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] for advertising & PR use			Yes
Category Exclusivity. For example, right to market themselves as Official Car Partner for AMAZING ASIA FESTIVALS 2024 presented by and sole provider of car services to the event	Yes	Yes	

BRANDING & INTELLECTUAL PROPERTY RIGHTS – ALL EVENTS

LOGOS & IMAGES

Right to use an AMAZING ASIA FESTIVALS 2024 Composite (lock-up) logo on all internal and external marketing	Yes	Yes	
Right to use AMAZING ASIA FESTIVALS image bank – moving and photographic images – in all internal and external marketing	Yes	Yes	Yes
Branding areas allocated as follows: 50% shared between Tier 1; 40% shared between Tier 2; 10% shared between Tier 3			

BRANDING – ACTIVATION STAND			
Useable area on site	TBD	100 m²	50 m²
Useable structure on site	TBD	½ Stretch Tent	¼ Stretch Tent

BRANDING – ON SITE VISIBILITY			
Brand specific area	Yes	Yes	Yes
Stage branding	Yes Main	Yes Cultural	Yes
Fence banners on exterior fencing of the event location	Yes	Yes	Yes
Branded flags in your part of the event area	Yes	Yes	Yes
Logo on partner banner in the VIP zone	Yes	Yes	Yes
Logo or video content projected on the big LED screen	Yes	Yes	Yes
Brand mention with the menu in the official festival magazine	Yes	Yes	Yes
Brand mention on the menus of vendors	Yes	Yes	Yes

BRANDING – ROAD SIGNAGE			
Logo on signage 5 x Mediageuzen billboards 8m²	Yes	Yes	
Logo on signage 100 x road banners 2m²	Yes	Yes	
Logo on 150 x cardboard signs	Yes	Yes	
Logo on 4 x advertisement trailers	Yes	Yes	Yes

BROADCAST & MEDIA RIGHTS – ALL EVENTS			
Inclusion in Media Partner coverage	Yes Prominent	Yes Less Prominent	Yes Less Prominent
A press conference to launch the Sponsorship - at sponsor’s own cost	Yes	Yes	Yes
Press Conference - Logo on Media Backdrop (When applicable only)	50%	Share 40%	Share 10%

INVENTORY – ALL EVENTS

PARTNER LEVEL		
TIER 1 TITLE SPONSOR	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS

AMAZING ASIA FESTIVALS 2024 – ALL EVENTS

PROMOTIONAL & PR RIGHTS – ALL EVENTS

PRESS COMMUNICATIONS			
Inclusion in PR campaign	Yes	Yes	Yes
Logo in print and online press advertisements	Yes	Yes	
Logo in end frame on regional TV spot	Yes	Yes	
Mentioning name ‘powered by’ on regional radio spot	Yes	Yes	
Link in press communications	Yes	Yes	

PRINT			
Logo on x 5,000 printed banners	Yes	Yes	
Logo on menu signs of vendors	Yes	Yes	
Logo on ground plan festival	Yes	Yes	
Logo on x 15,000 printed flyers	Top	Middle	Bottom
Advertisement in x 10,000 festival magazines	1 x page	½ page	½ page

DIGITAL & SOCIAL RIGHTS – ALL EVENTS			
Inclusion in AMAZING ASIA FESTIVALS 2024 digital and social campaign. Official Website + Official Social Media Channels	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Own webpage (with special promo) on festival website	Yes	Yes	Yes
Logo and link on every page of festival website	Yes	Yes	Yes
Promotion in festival newsletters	Yes	Yes	Yes
Logo in festival after movie	Yes	Yes	Yes
Logo on Facebook event banner, plus ‘Shout Out’ in Facebook post	Yes	Yes	Yes
Branding on AMAZING ASIA FESTIVALS 2024 emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent

EXPERIENTIAL RIGHTS – ALL EVENTS			
Sampling and sale of products and services	Yes	Yes	Yes
Insertion of promotional material or product sample into ‘Goodie Bag’	Yes	Yes	Yes
Inclusion in AMAZING ASIA FESTIVALS 2024 experiential activity	Yes	Yes	Yes

HOSPITALITY & TICKETING RIGHTS – ALL EVENTS			
Logo on tickets – on and offline	Yes	Yes	
Combi tickets	x 50	x 30	x 20
Day tickets	x 50	x 30	x 20
Tokens for free food and drinks	x 200	x 150	x 100
VIP tickets	x 40	x 30	x 30

MERCHANDISING RIGHTS – ALL EVENTS			
Opportunity to produce joint branded merchandise. Logos on specially produced AMAZING ASIA FESTIVALS 2024 merchandise	Additional	Additional	Additional

INVENTORY – SPECIFIC EVENTS

INVENTORY – SPECIFIC EVENTS	PARTNER LEVEL		
	TIER 1 PRESENTING SPONSOR	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS
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Right to title use [CO-SPONSOR NAME] [TITLE SPONSOR NAME] AMAZING ASIA FESTIVALS 2024 presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] for advertising & PR use		Yes	
Right to title [OFFICIAL SUPPLIER / MEDIA PARTNER NAME] [TITLE SPONSOR NAME] AMAZING ASIA FESTIVALS 2024 presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] for advertising & PR use			Yes
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Stage branding	Yes	Yes	Yes
Fence banners on exterior fencing of the event location	Yes	Yes	Yes
Branded flags in your part of the event area	Yes	Yes	Yes
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A press conference to launch the Sponsorship - at sponsor’s own cost	Yes	Yes	Yes
Press Conference - Logo on Media Backdrop (When applicable only)	50%	Share 40%	Share 10%

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OTHER PACKAGES

ACTIVATION ONLY PACKAGES

Packages for activation only covering:

RIGHTS	DETAILS
Activation Stand	20m² area to promote your brand in foldable tent format Sampling, Sales of Products & Services
Branding	Logo in VIP Zone & on LED Screen Presence in Festival Magazine & Menu Signs
Tickets	Combi (10); Day (10); Food & Drink Tokens (50); VIP Tickets (10)
Digital	Website and Newsletter Promotion and Link Logo on Facebook Banner and Posts
Print	Logo on flyers (15,000) ½ page advertisement in Festival Magazines

COUNTRY OF HONOUR PACKAGES

An opportunity for a country to become the Country of Honour Partner and one or more of the six events that make up the AMAZING ASIA FESTIVALS 2024, receiving similar benefits to Tier 1 Presenting Sponsors.

Country of Honour Partners have the opportunity to work with the Belgian, Dutch, French and German embassies as well as offices such as tourism, trade, agriculture, commercial, technology, chamber of commerce and consular services.

In 2023, the Philippines were Country Of Honour Partners for Antwerp and Indonesia for Ghent.

Please contact us for further details.



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CONTACT

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