

Our Latest Moves (Apr – Jun., 2021)

Cross Generation Transformation Movie Project 2021

2021-04-19



Transformations via Startup with Fashion

Made in partnership between the HKFAA, GCC School of Business, with students from Higher Diploma in Transformative Business Management and Caritas St Joseph Secondary School.

References:

<https://www.youtube.com/watch?v=UAjnJt9Yjtc>

Interview at Kam Kee Restaurant by HDTBM Student

2021-03-29



#SDG 4/8/17

Ray Chui of Kam Kee Restaurant was interviewed by Wang, who is studying in the Higher Diploma in Transformative Business Management at Gratia Christian College. The interview was facilitated by Dr Shirley Yeung Head of the School of Business at GCC Wang was the winner of the UNOSSC Entrepreneurship Academy

May 29 2021 GLOBAL ENTRE NETWORK SDG ZOOM SEMINAR FOR TRANSFORMATIONS SDSN HK

2021-04-22



UNSDG – Wellness Business with Transformations via SDG 3, 4, 8, 9,17 under COVID-19



By Dr Yeung Shirley, Associate Vice-President of UNESCO Hong Kong Association, Secretary-General of the World Institute of Sustainable Development (WISDP) and Asia Ambassador for United Nations Principles of Responsible Management Education (UN PRME), Sustainability Mindset Working Group/
 Brand Ambassador, ICENECDEV, United Nations Global Compact Member/
 Asia Ambassador, UNSDSG-Kenya / Associate Professor, Head of Business, Gratia Christian College (GCC)/ Best Professor, HK Educational Leadership Award, 2019.
 Nominee for Global Corporate Sustainability Award: Outstanding Professional, 2020.

Dr. Sam Chu, General Manager / Mr. Gordon Cheung, Associate General Manager, Aurora Tele-Oncology
 Dr Chu is a **Clinical Data specialist** with experience in database development, management and analysis in clinical application. He completed his Bachelor of Science degree from Mathematic, NanKai University in 2011 and the Master of Science degree in Computer Science and Engineering, The Chinese University of Hong Kong in 2012. He obtained the Doctor of Philosophy at Medical School in 2019, concentration to the cell-free tumour DNA bioinformatics analysis and related clinical trial database development. He joined Sanomics Limited as Chief Information Officer in 2019 to lead the bioinformatics and I.T. team in the company. In 2020, he helped to found Aurora Tele-Oncology Limited and as General Manager of the company in the responsibility of the product design and company development.
 Gordon Cheung is a currently Associate General Manager of Aurora Tele-Oncology Limited, a start-up at Hong Kong to provide patient centred oncology-specific telemedicine platform striving to optimise cancer care. Gordon received his B.Sc. in Molecular Biotechnology at the Chinese University of Hong Kong. With over 5 years of experience in oncology biotech industry, Gordon focuses on collaboration with healthcare professionals at Hong Kong and APAC, as well as handling local and multi-national clinical trials or research with physicians and pharmaceutical companies

Mr. Gary To, Vocal Teacher and Choral Conductor
 With over 15 years of teaching experience, Gary focuses on teaching music professionals, school music teachers and music undergraduates. He has been directing over twenty choirs in different levels and was a vocal teacher in the Bachelor of Music program of Kingston University, London in Hong Kong. Gary graduated from the University of Hong Kong (B.A.) and the Chinese University of Hong Kong (B.A., Music), and has finished his postgraduate studies in Hong Kong Baptist University (M.A. Music). Gary studies Matsudaira Style and Japanese tea ceremony with Matsudaira Yoshiko sensei.

May 29, 2021 (Saturday)
 16:00 -17:00 HK Time (GMT+8, MYT)

Free admission

Join Zoom Meeting
<https://gratia.zoom.us/j/98545219584>
 Meeting ID: 985 4521 9584



Dr. Yeung, Shirley - Convener/
 Brand Ambassador, ICENECDEV, UNGC Member/
 Asia Ambassador, SDSN-Kenya and UNPRME
 Sustainability Mindset Working Group/
 Visionary Leader of the Year, CMO Asia, 2021
 Best Professor in Business Studies, HK Educational
 Leadership 2019



Dr. Sam Chu, GM
 Aurora
 Tele-Oncology

Mr. Gordon
 Cheung
 Associate General
 Manager
 Aurora Tele-
 Oncology



Mr. Gary To
 Vocal Teacher/
 Choral Conductor

Dr Yeung, Shirley

Associate Vice President of UNESCO Hong Kong Association Secretary General of the World Institute of Sustainable Development WISDP and Asia Ambassador for United Nations Principles of Responsible Management Education UN PRME Sustainability Mindset Working Group/ Brand Ambassador ICENECDEV, United Nations Global Compact Member/ Asia Ambassador UNSDSG Kenya Associate Professor Head of Business, Gratia Christian College GCC)/ Best Professor HK Educational Leadership Award, 2019 Nominee for Global Corporate Sustainability Award Outstanding Professional, 2020

Dr Sam Chu General Manager Mr Gordon Cheung Associate General Manager Aurora TeleOncology

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2021-04-29

商務策劃

快樂社會與機構管理息息相關 舉辦可持續發展和轉型活動 應對疫後新常態

自二零一三年以來，聯合國慶祝「國際幸福日」，以此方式認識到幸福在世界各地人民生活中的重要性。二零一

五年，聯合國啓動了十七項可持續發展目標，旨在消除貧困，減少不平等並保護我們的地球一帶來幸福的三個關鍵方面。



楊博士以監察角色設計電影故事並邀請賀峰導演(右一)參與電影製作



楊慕貞博士 (圖片由JCI提供)

憑課程 為此，宏恩基督教學院商學院主任、商業與社會可持續性創新中心(BSSD)主任楊慕貞博士組織一系列可持續發展和轉型活動，使參與者了解轉型過程中接受、適應和調整的重要性。這些技能可以通過「轉化型商業管理高級文憑課程」(Higher Diploma in Transformative Business Management HDTBM)的內容，例如：人材培訓以建設能力、創新服務質量管理，以及變革性商業經驗。

楊博士強調，機構發展與員工的快樂程度有關，而快樂與社會經濟健康發展息息相關，可謂環環相扣。她認為，教育必須帶出社會發展和機構人材培訓的需要，而快樂正是其中一部分，所以設計課程內容時，先要了解可持續發展的目標，如何透過轉型以接受、適應和調整，使學生明白快樂社會和機構管理的關係。參加者拓闊視野獲益良多。曾修讀HDTBM高級文憑課程的王同學，通過參加Business Transformation Seminar，對商業轉型有了進一步的瞭解。「商業的轉型離不開科技創新。科技層面的創新拓寬了商業轉型的深度，使商業模式變得更多樣化。」例如疫情下許多賣家將商品售賣形式變為網上售賣，網紅或明星在直播平台上進行推廣商品。

此外，在楊慕貞博士帶領下，於今年四月二十四及二十五日，與聯合國南南合作辦公室(UNOSSC)屬下南南創業學院(UNOSSC Entrepreneurial Academy)舉辦研討會，來自尼日利亞、二零二零得獎學生 Benjamin Ngara 對於能夠參與其中感到很高興也很感激。「我學到了很多可以幫助我的企業家思想和更好的經營方式的知識，希望我的共同參與者在他們職業生涯的所有努力中取得成功。」

管理層在不同的機構都應有一定的前瞻性和願景視野，以帶領各部門的主管和員工把其獨特的產品、服務、生產和管理流程帶到相關的持份者心中，使他們明白和認同其管理方法是合情、合理、知法和守法；確保各級的決策反應迅速，具有包容性、參與性和代表性，真能創建和平、包容的社會。

此外，宏恩基督教學院商學院主任、商業與社會可持續性創新中心(BSSD)主任楊慕貞博士組織一系列可持續發展和轉型活動，使參與者了解轉型過程中接受、適應和調整的重要性。這些技能可以通過「轉化型商業管理高級文憑課程」(Higher Diploma in Transformative Business Management HDTBM)的內容，例如：人材培訓以建設能力、創新服務質量管理，以及變革性商業經驗。

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Dr. Shirley Yeung and Gratia Christian College School of Business featured in Yazhouzhouhan Issue 14 p.19

LEARNING EXPERIENCES OF HDTBM YEAR 2 STUDENT WANG – BRONZE WINNER UNOSSC ENTREPRENEURIAL ACADEMY 2020

2021-04-29



Dr Shirley Yeung interviews HDTBM Year 2 student Wang Heng about winning bronze in the UNOSSC Entrepreneurial Academy 2020

#SDG4 Knowledge Transfer via Ongoing Sharing

HTM 114

Transformative Business Exposure /

HTM 104

Innovations in Service Quality Management/

HTM 111

Talent Development for Capacity Building

Reference: <https://www.youtube.com/watch?v=Vw7YcTv6KUw>

UNOSSC ENTREPRENEURSHIP ACADEMY X GCC SCHOOL OF BUSINESS 24 APRIL 2021

2021-05-03



UNOSSC Entrepreneurship Academy convened with Gratia Christian College, School of Business. The event was successfully held on April 24 & 25, 2021 with participants from 13 countries.

For more information, please visit:

<https://www.asia-pacific.unsouthsouth.org/2021/04/asia-pacific-and-african-youths-build-entrepreneurship-mindsets-and-are-introduced-to-innovations-in-media-and-entertainment-industry-in-the-covid-19-era/>

VISIT FROM EC HEALTHCARE AND HK WINE CHAMBER OF COMMERCE

2021-05-12



Heyman So (District Director of HCP, Sales Department of EC HealthCare) and Mathew Tang (President, Synergy Association International, Light up and VP, HK Wine Chamber of Commerce Ltd)

Visited School of Business/ BSSI, Gratia Christian College on new business model – Wellness and Transformations with United Nations Sustainable Development Goals (SDG # 3 Wellness, #4.7 Knowledge Transfer and #17 Partnership) for impacts

ESD/ SDG SUSTAINABILITY IMPACTS FORUM BY JCI OCEAN/ STARS FOUNDATION

2021-05-17



Dr Shirley Yeung, Head, School of Business, Gratia Christian College/Asia Ambassador SDSN-KENYA/ Brand Ambassador, INCENECDEV United Nations Global Compact Member was invited by Mr Rex Choi, President, Junior Chamber International and Mr Johnny Chong, Associate Director, S.T.A.R.S. Foundation to deliver a speech on ESG reports and SDGs on May, 15, 2021.

Dr Shirley Yeung also engaged speakers from BSI, WIT Holdings Limited, JEB.etc. in the discussion forum.

Student, Wang of Higher Diploma in Transformative Business Management, School of Business, Gratia Christian College, UNPRME Advanced Signatory Institute HK/ Bronze Winner, UNOSSC Entrepreneurial Academy 2020 shared his experiences in SDGs.

https://facebook.com/story.php?story_fbid=282109896977128&id=101585665029553

WORLD DAY FOR CULTURAL DIVERSITY FOR DIALOGUE MAY 21

2021-05-21



By Dr. Yeung, Shirley, Associate Vice-President of UNESCO Hong Kong Association, Secretary-General of the World Institute of Sustainable Development (WISDP) and Asia Ambassador for United Nations Principles of Responsible Management Education (UN PRME) and UNSDSG-Kenya, Sustainability Mindset Working Group/ Associate Professor, Head of Business, Gratia Christian College (GCC). Best Professor, HK Educational Leadership Award, 2019. Nominee for Global Corporate Sustainability Award: Outstanding Professional, 2020.

Mr. Song, Yang, Except **oil painting**, Song Yang is engaged in **comic, design, writing, photographing, and music and other fields**. Song Yang has rich and varied experiences on arts. When he is a child, he has already showed his talent in drawings. When he is in the college, his comic books are published and gain good results for a time. Then the comic books are translated into English, French, Italy and other languages and published in Europe. His works are made the rounds exhibitions in China as well and gain many awards in many important Comic and Animation festivals. Song Yang is regarded as the most publicized artist, and the artist who has the making of a star by the medium at that time. What's more, Song Yang made the music record, which he wrote the lyrics and sang the songs all by himself. And he attended the infomercial performances, too.

Mr. Wong, Herman, On top of his role being a **financial analyst** and management trainee with his Finance and Economics background from Rotman Commerce, University of Toronto and Renmin University of China, Herman is also a **music producer, singer-song writer, host of a radio show and influencer**. He has so far released two solo albums and one album with his **local band The Hertz**, with **total digital streams of more than 500,000 playbacks**. Writing most of his music in Cantonese, Herman is particularly devoted in promoting the vast Cantonese language culture to his international audience as well as conveying the social issues in Hong Kong with his music. He is also dedicated to raise awareness for mental and spiritual wellness through his upcoming work.

January 30, 2021 (Saturday)
16:00 -17:00 **HK Time** (GMT+8, MYT)

Free admission.

Join Zoom Meeting

<https://gratia.zoom.us/j/95171757479>

Meeting ID: 951 7175 7479



Dr. Yeung, Shirley - Convener/
Asia Ambassador
SDSN-Kenya and UNPRME
Sustainability Mindset Working Group/
Best Professor in Business Studies,
HK Educational Leadership 2019



Mr. Song, Yang
Art Entrepreneur,
798 SY Art Gallery



Mr. Herman Wong
Music Producer, Singer-Song Writer,
Radio Host, Financial Analyst,
Mental and Spiritual Wellness Influencer

[May 21 2021 Art Culture Diversity Day SONG SYART](#)

“Held every year on 21 May, the World Day for Cultural Diversity for Dialogue and Development celebrates not only the richness of the world’s cultures, but also the essential role of intercultural dialogue for achieving peace and sustainable development.”

source: <https://en.unesco.org/commemorations/culturaldiversityday>

Convener : Dr. Shirley Yeung, Head, School of Business, Gratia Christian College, UNPRME
Advanced Signatory Institute HK

Invited Speakers: Mr. Song Yang and Mr. Hao Shuai Qi (SYART)

Join Zoom Meeting

<https://gratia.zoom.us/j/92778248737>

Meeting ID: 927 7824 8737

As seen on Phoenix Exhibition:

http://www.phoenix-exhibitions.com/zh/最新消息_2021/

SCHOOL OF BUSINESS ADULT LEARNER VICTOR YEUNG (ASIA WEEK MAGAZINE – GLOBAL YOUNG LEADER AWARD

2021-05-26



Congratulations to Adult Learner Victor Yeung for receiving the “Global Young Leader Award from Yazhouzhouhan Magazine (May 2021). Mr. Yeung takes courses in the Higher Diploma in Transformative Business Management offered by the School of Business.

Mr. Victor Yeung was impressed by the quality teaching received from Dr. Shirley Yeung on innovations and talent development. The knowledge received on innovations, talent development, transformations, and United Nations Sustainable Development Goals (UNSDGs) has been applied in his career and life.

Dr Shirley Yeung and Business School featured in Yazhouzhouhan Issue 22

2021-05-31

商務策劃

文化：復原力的源泉

在新冠疫情的時期，數十億人正在尋求文化轉向、增進福祉和加強相互之間聯繫的機遇。文化可以被視為促成適應力、轉型力的基礎和社區彈性的因素。



■ (左起) 商務及經濟發展局副局長陳百里博士、JP、楊慕貞博士、宏恩基督教學院商學院的轉化型商業管理高級文憑課程學生

楊慕貞博士對婦女、商業和企業家精神的影響進行了研究。她研究了有關全球女性企業家 (FEW) 的資料，FEW 是一個國際商業平台，該平台向其女性企業家提供業務網絡、大類班和諮詢服務以發展其業務。楊博士分析了 FEW 網站 (source: <https://few.community/academy>) 上有關企業領導人分享其發展業務成功案例的視頻，憑藉對女性企業領導者的了解，提出了與該

主題相關的多個議題，包括邁進企業家精神從 COVID-19 中康復、基於知識的治療服務、人格與健康之間的相互作用、願意通過預防尋求護理、政策減輕性別平等、個人特質的負擔等。調查結果表明，錄像中分別出現了十四個和十一個參考文獻中的一些主題，例如「個人特質」和「釋放性別平等負擔的政策」等，而通過「企業家精神」和「基於知識的治療服務」，「從 COVID-19 中恢復」的報導則相對較少。楊博士認為現在是時候重新考慮個性特徵和企業家精神的創新和應用，以進行文化創新。

越南創業學院！它是一個平台，具有尊重文化多樣性和企業家朝性的元素

在楊慕貞博士的特約發展報導下，二零二一年四月二十四日至二十五日，聯合國南南合作辦公室 (UNOSSC) 與香港宏恩基督教學院在線上組織了越南創業學院二零二一年第一批培訓，主題為「媒體與娛樂創業家精神」。此線上活動獲得其他合作夥伴支持，包括數碼港、香港青年廣場以及香港聯合國教科文組織協會。是次活動有來自亞太和非洲十二個國家的十八位參與者，即汶萊、柬埔寨、喀麥隆、中國、埃及、斐濟、印度、肯

亞、馬來西亞、馬紹爾群島、尼泊爾、菲律賓和南蘇丹。為期兩天的學術活動包括三個範疇：一) 創業家思維與南南合作辦公室；二) 全球公民意識；三) 媒體及娛樂的產業與業務開發。來自孟加拉國、中國、斐濟、泰國和韓國的亞太區專家，提供了現時對數碼創新轉型時代下，有關南南合作辦公室、創業家思維、業務計劃、全球公民意識核心價值、媒體與娛樂新興科技詳細介紹並提供實例分析。

變革創造更美好的世界

跨代轉型電影項目 (Cross-Generation Transformation Movie Project) 是一項旗艦項目，由香港宏恩基督教學院商學院、商業與社會可持續性創新中心 (BSSI) 主任楊慕貞博士主導，並由香港影視聯盟主席、電影導演陳峰先生支持。從綠線之路的青年創業機會、生命教育、到透過運動進行的跨代轉型，以及與明聖聖若瑟中學 (Cantus St. Joseph Secondary School) 學生和香港宏恩基督教學院商學院學生

參與拍攝的時裝設計的跨代轉型與創業。這是香港宏恩基督教學院商學院、香港珠海學院新聞及傳播學系傳播及跨媒體 (榮譽) 文學士課程、香港影視聯盟 (Hong Kong Film Art Association) 和影視行業良好的合作示範項目，包括：供應管理、體育管理和零售管理的合作等，並展示了聯合國可持續發展目標 # 4.7 知識轉移、# 9 創新和 # 17 夥伴的關係。

現在是時候探索文化、性別差異和發展能力之間的聯繫，並為商業和社會機會開闢新的視野，以使世界更加和諧。

參與拍攝的時裝設計的跨代轉型與創業。這是香港宏恩基督教學院商學院、香港珠海學院新聞及傳播學系傳播及跨媒體 (榮譽) 文學士課程、香港影視聯盟 (Hong Kong Film Art Association) 和影視行業良好的合作示範項目，包括：供應管理、體育管理和零售管理的合作等，並展示了聯合國可持續發展目標 # 4.7 知識轉移、# 9 創新和 # 17 夥伴的關係。



■ 黃峯導演 (左二) 與 Mr. Vlada Davidovic, Asia Development Manager, Campo Marzio (左三) 與學生合演。

Yazhouzhouhan, Issue 22, 2021.05.31, p. 21 featured Dr. Shirley Yeung and student Wang Heng attending the ESD/ SDG SUSTAINABILITY IMPACTS FORUM BY JCI OCEAN/ STARS FOUNDATION

GCC SCHOOL OF BUSINESS TRANSFORMATION MOVIE PROJECT FEATURED IN ASIA WEEK MAGAZINE

2021-06-03



Asia Week Magazine recommends the Transformation Movie Project via SDGs by BSSI of the Gratia Christian College School of Business

“TRANSFORMATIONS OF USAGE OF SPACE” – INTERVIEW WITH TEN OUTSTANDING YOUNG PERSON’S AWARD WINNER MR TONY IP

2021-06-03



On “Transformations of Usage of Space”

Ten Outstanding Young Person’s Award, 2016, JCI, HK, Mr Tony Ip, a Green Architect and delegate in the UNOSSC Entrepreneurship Academy 2020, speaks to Dr Shirley Yeung.

WORLD ENVIRONMENT DAY JUNE 5 – GREEN INSTITUTE X DR SHIRLEY YEUNG

2021-06-05

The poster features a portrait of Dr. Shirley Yeung on the right. On the left, a yellow box contains the text: "Yoga: Restoration of Energy and Synergy for Transformations", "SHIRLEY YEUNG", "Associate Vice President UNESCO HongKong", and "June 5, 2021 . 7:00 am (GMT)". Below the portrait, the text reads: "WORLD ENVIRONMENT DAY VIRTUAL SYMPOSIUM", "NATURE IS CALLING:", "Ecosystem Restoration", "June 5, 2021 . ALL DAY", and "www.greeninstitute.ng/wed2021". At the bottom, logos for The Green Institute, World Environment Day, UN Environment, and social media icons for Facebook, Instagram, and Twitter are displayed.

Invited by The Green Institute, Dr Shirley Yeung delivered a speech with yoga demonstration and cultural elements

Find at more:

<https://greeninstitute.ng/wed2021>

THE HIGHER DIPLOMA IN TRANSFORMATIVE BUSINESS MANAGEMENT (HDTBM) PROGRAMME SHARING SESSION 2021

2021-06-09



The Higher Diploma in Transformative Business Management (HDTBM) Programme sharing session organized by the Gratia Christian College, School of Business, Centre for Business/ Social Sustainability and Innovations (BSSI) has come to an end.

Dr. Shirley Yeung shared the business transformation program, and Mr. Heyman So (District Director of HCP, Sales Department of EC HealthCare) shared his own experiences.

Insights gained in business innovations, transformations in marketing, and management via Sustainable Development Goals (SDGs) and ESG Reporting with a special focus on business transformations.

Reference: <https://www.youtube.com/watch?v=Rp7dpmerdJ4>

NEW BUSINESS – SOCIAL IMPACTS WITH TRANSFORMATIONS VIA SDGS

2021-06-26

	New Business - Social Impacts with Transformations via SDGs		
<p>By Dr Yeung, Shirley, Associate Vice-President of UNESCO Hong Kong Association, Secretary-General of the World Institute of Sustainable Development (WISDP) and Asia Ambassador for United Nations Principles of Responsible Management Education (UN PRME), Sustainability Mindset Working Group/ Brand Ambassador, ICENECDEV, United Nations Global Compact Member/ Asia Ambassador, UNSDSG-Kenya / Associate Professor, Head of Business, Gratia Christian College (GCC)/ Best Professor, HK Educational Leadership Award, 2019. Nominee for Global Corporate Sustainability Award: Outstanding Professional, 2020.</p> <p>Kelly Inae, Founder/ MD, Helping Hand Honey Producers was founded on November 20, 2006, as part of a community development project by enthusiastic honey bee farmers and interested individuals who wanted to develop the local honey bee industry. Mr. Kelly Inae, the company's founder and managing director, recognized our organization's potential for growth. As a result, on June 28, 2013, after seven (7) years of working as a community development-based group, our organization was finally registered as a company with the Investment Promotion Authority.</p> <p>Dr Lam, Ilex founded iEnterprise in 2012 leveraging his over 25 years in investment management, Chairman of ESG and Impact Investing Research Committee of Greater China Alternative Fund Managers Association, and carried on his research interest in sustainable entrepreneurial models, creating shared values via cross sector partnership and his passion to unleash neglected abilities in a caring community. He has been invited to speak in conferences and interacts with NGO and corporate leaders as well as young entrepreneurs through workshops and advisory role. Ilex is currently the Chairman of iEnterprise Foundation, ESG and Impact Investing Research Committee of Greater China Alternative Managers Association,</p>			
<p>June 26, 2021 (Sat) 16:00 -17:00 HK Time (GMT+8, MYT)</p> <p>Free admission.</p> <p>Time: Jun 26, 2021 04:00 PM Hong Kong SAR</p> <p>Join Zoom Meeting https://gratia.zoom.us/j/94218862584</p> <p>Meeting ID: 942 1886 2584</p>	 <p>Dr. Yeung, Shirley - Convener/ Brand Ambassador, ICENECDEV, UNGC Member/ Asia Ambassador, SDSN-Kenya and UNPRME Sustainability Mindset Working Group/ Visionary Leader of the Year, CMO Asia, 2021 Best Professor in Business Studies, HK Educational Leadership 2019</p>	 <p>Mr. Kelly Inae</p>	 <p>Dr. Ilex Lam</p>

Host:

Dr Shirley Yeung, Head GCC School of Business

Guests:

Mr Kelly Inae, Founder/ MD, Helping Hand Honey Producers

Dr Ilex Lam, Founder & Chairperson of iEnterprise Foundation

Time: Jun 26, 2021 04:00 PM Hong Kong

SAR

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