



IWF Health, Wellness
Fitness Expo
国际健身展

CIST INTERNATIONAL
SPORTS EXPO
国际运动用品展

IWF SHENZHEN 2026

深圳国际健身展

SHENZHEN INTERNATIONAL HEALTH, WELLNESS, FITNESS EXPO

运动用品外贸出口与跨境选品展

CHINA SPORTS GOODS TRADE & CROSS-BORDER SOURCING EXPO

2026/8/14—8/16 深圳会展中心(福田)

Shenzhen Convention & Exhibition Center (Futian)



**MORE
THAN
FITNESS**



同期举办 CONCURRENT:

AI运动·智能健身科技展

AI SPORTS & INTELLIGENT FITNESS TECH EXPO

添加IWF官方客服
Add the Official Service Staff

免费领取入场门票
Get the Admission Ticket for Free

展会简介

辐射华南运动健身市场、整合中国产业链资源、搭建珠三角与亚太地区间合作桥梁的重要一步。IWF SHENZHEN 2026将进一步扩大展览规模、新增核心展馆，为大型智能健身器械展示提供充足空间，依托地域优势释放产业承载力。同期举办运动用品外贸跨境展和AI运动·智能健身科技展，打造中国领先的创新展示与商贸对接平台。



区位优势

高能级国际贸易枢纽

- ① 大湾区核心引擎：深圳作为粤港澳大湾区的核心城市，具备辐射华南、珠三角、东南亚及国际市场的天然优势。
- ② 全球智能运动科技枢纽：依托人工智能、电子信息技术等领域的产业集群优势，聚焦智能健身设备、运动穿戴科技、AI训练系统、VR/AR运动设备、大数据分析平台等前沿技术，打造智能运动科技展示与交易平台。
- ③ 运动产业生态圈核心：联动珠三角制造业基地和大湾区消费市场，覆盖运动健身器材生产、智能技术研发、体育服务全产业链，打造全景融合的生态平台。

全球外贸跨境交易中心

- ① 利用深圳作为中国外贸窗口和跨境电商中心地位，吸引国际贸易商与本土供应链对接，推动运动健身产品出口及国际技术合作。
- ② 在深圳外贸进出口总额持续领跑全国的背景下，IWF深圳国际健身展将成为推动中国运动健身器材制造业走向全球市场的新纽带。打造“全球跨境选品中心”，覆盖健身器材、运动服饰、智能设备等领域，直通东南亚、中东、南美等新兴市场。
- ③ 汇聚全球产业精英，集中展示全产业链前沿产品与创新技术，助力参展企业通过IWF拓展市场渠道，与全球合作伙伴建立长期稳定合作关系，为参展企业带来更多潜在商机。



Exhibition Introduction

A crucial step taken by the IWF Organizing Committee to reach the fitness market in South China, integrate resources across China's industrial chain, and build a bridge for cooperation between the Pearl River Delta and the Asia-Pacific region. IWF SHENZHEN 2026 will further expand its exhibition scale and add core exhibition halls, providing ample space for showcasing large-scale intelligent fitness equipment and leveraging regional advantages to unleash industrial capacity. Held concurrently will be the Sports Goods Foreign Trade & Cross-border Sourcing Expo and the AI Sports & Intelligent Fitness Technology Expo, aiming to establish China's leading platform for innovative display and business matchmaking.

Regional Advantages

A High-Level International Trade Hub

- ① Core Engine of the Greater Bay Area: As a core city of the Guangdong-Hong Kong-Macao Greater Bay Area, Shenzhen possesses inherent advantages for reaching markets in South China, the Pearl River Delta, Southeast Asia, and beyond.
- ② Global Hub for Intelligent Sports Technology: Leveraging its industrial cluster strengths in fields like artificial intelligence and electronic information technology, the expo focuses on cutting-edge technologies such as smart fitness equipment, wearable sports tech, AI training systems, VR/AR sports equipment, and big data analytics platforms, creating a premier display and trading platform for smart sports technology.
- ③ Core of the Sports Industry Ecosystem: Connecting the manufacturing base of the Pearl River Delta with the consumer market of the Greater Bay Area, the expo covers the entire industry chain from fitness equipment production and smart technology R&D to sports services, fostering a fully integrated ecosystem platform.

Global Center for Foreign Trade and Cross-border Commerce

- ① Capitalizing on Shenzhen's status as China's foreign trade window and cross-border e-commerce hub, the expo attracts international traders to connect with local supply chains, promoting the export of sports and fitness products and international technological collaboration.
- ② Against the backdrop of Shenzhen consistently leading the nation in total foreign trade import and export volume, IWF Shenzhen is poised to become a new link driving China's sports and fitness equipment manufacturing industry into the global market. It will establish a "Global Cross-border Product Sourcing Center," covering fitness equipment, sportswear, smart devices, and more, providing direct access to emerging markets like Southeast Asia, the Middle East, and South America.
- ③ By gathering industry elites worldwide and centrally showcasing cutting-edge products and innovative technologies across the entire industry chain, the expo assists exhibiting enterprises in expanding market channels, establishing long-term, stable partnerships with global collaborators, and unlocking greater potential business opportunities.

展会规模 Exhibition Scale

20,000m²

展示面积

Exhibition Area

5大

主题展区

Thematic Zones

400+

参展品牌

Exhibiting Brands

20,000+

观展人次

Flow

20+

现场活动

On-site Events

参展范围 Exhibits Profile

健身器材

商用健身器材、健身器材零配件、普拉提器材及配套、健身器材小件、功能性训练器材、体质检测/体态矫正设备、运动康复器械、青少年体能设备。

运动用品及外贸跨境

家用健身器材、智能科技居家运动用品、智能运动装备、智能穿戴、运动康复按摩、运动鞋服及箱包、户外运动装备、球类运动及配套、跨境电商全品类服务平台。

俱乐部配套设施

健身房/俱乐部管理系统、健身房设计与营造、地面铺设、储物柜/更衣柜、培训/机构运营、连锁加盟、搏击格斗训练综合配套、运动健身APP、美容瘦身产品、体能测试系统、数字化智能健身系统。

AI运动·智能健身科技

智能科技健身器材、智能科技居家运动用品、运动智能体测设备、智能场景化训练设备、智能健身镜、AI运动装备、AR/VR健身设备、虚拟运动游乐设备、智能运动康复装备、EMS智能穿戴设备、康复理疗机器人、青少年体适能测评、智能手表/手环、智能运动装备、AI私教系统、AI营养规划。

营养健康

运动营养补剂/食品、功能性食品/饮品、轻食及健康食品、能量棒代餐、原料及包装设备、摇摇杯及冲调机、基础营养品、运动营养OEM服务。

青少年体育教育

青少年体育训练装备器材、青少年体育教育配套产品、青少年体育教育培训机构、儿童运动智能穿戴产品、少体机构招商及加盟推荐、校园体育场馆设施营造、青少年体育教学装备。

体育场馆营造

场馆场地材料及铺设、场馆配套设施、施工设备、田径体操竞技类器材及用品、围栏围网暖通材料、照明系统、室内外球类、声学及防震隔音材料、智慧步道、游乐游艺设备、公园体育及相关配套设施、校园体育运动装备、校园智能安全监测设备、数字化应用平台。



Fitness Equipment

Commercial fitness equipment, fitness equipment parts & components, Pilates equipment & accessories, small fitness accessories, functional training equipment, physical fitness assessment/posture correction equipment, sports rehabilitation equipment, youth physical fitness equipment.

Sports Products & Foreign Trade/Cross-border

Home fitness equipment, smart technology home fitness products, smart sports gear, smart wearables, sports recovery & massage products, sports footwear/apparel & bags, outdoor sports equipment, ball sports & accessories, cross-border e-commerce full-category service platforms.

Club Facilities & Services

Gym/Club management systems, gym design & construction, flooring, lockers/wardrobes, training/institution operation, franchising, martial arts & combat training integrated solutions, fitness APP, beauty & slimming products, physical testing systems, digital intelligent fitness systems.

AI Sports and Smart Fitness Tech

Smart tech fitness gear, smart household workout gear, smart sports testing equipment, scenario-based training devices, smart fitness mirrors, AI-powered sports gear, AR/VR fitness devices, virtual sports entertainment equipment, smart rehabilitation gear, EMS smart wearables, physio-therapy robots, youth fitness assessments, smart watches/bands, AI-powered personal trainer system, AI-powered nutrition planning solution.

Nutrition & Health

Sports nutrition and supplements, functional health food & beverage, light meals & healthy foods, meal replacement bar, raw materials processing equipment and packaging equipment, shaker bottles and mixing machines, basic nutritional products, sports nutrition OEM services.

Youth Sports Education

Youth sports training equipment, youth sports education supporting products, youth sports education and training institutions, children's sports smart wearable products, investment and franchise recommendations for youth sports institutions, construction of school sports venues and facilities, youth sports teaching equipment.

Sports Venue Construction

Venue flooring materials and stadium construction, venue supporting facilities, construction equipment, athletics and gymnastics competition equipment and supplies, fence and purse seine HVAC materials, lighting system, indoor and outdoor balls, shockproof & soundproof acoustic materials, smart fitness trails, amusement equipment, park sports and related supporting facilities, campus sports equipment, campus intelligent safety monitoring devices, digital application platforms.

Concurrent 同期举办

运动用品外贸出口与跨境选品展

作为中国领先的运动用品领域出口及跨境贸易平台,为参展企业和海内外买家搭建一站式采购桥梁;为正在拓展国际市场的运动用品品牌提供面对面接触全球采购商、代理商、跨境贸易公司机会,拓展销售渠道,提升国际市场知名度与影响力;与行业领袖专家围绕运营技巧、国际物流解决方案、海外市场拓展策略展开讨论,助力企业更好地把握跨境贸易机遇。

Sports Goods Foreign Trade and Cross-Border Sourcing Expo

As China's leading sports equipment export and cross-border trade platform, we build a one-stop procurement bridge for exhibitors and global buyers. We provide sports brands expanding internationally with opportunities for face-to-face engagement with global purchasers, agents, and cross-border trading companies, helping them broaden sales channels and enhance global brand influence. Discussions with industry leaders and experts on operational strategies, international logistics solutions, and overseas market expansion support enterprises in seizing cross-border trade opportunities.

中国(深圳)AI运动·智能健身科技展

运动健身产业正与人工智能深度融合、迈入以“数据驱动”与“个性化体验”为标志的新阶段。AI技术作为推动这场变革、开启未来蓝海的核心引擎,催生出充满潜力的新兴市场。深圳AI运动·智能健身科技展致力于推动AI与运动健身产业协同创新,整合智能化运动健身器材制造产业链,构建持续演进、充满活力的AI健身新生态。

China (shenzhen) AI Sports and Intelligent Fitness Tech Expo

The sports and fitness industry is deeply integrating with artificial intelligence, entering a new phase marked by "data-driven" approaches and "personalized experiences." As the core engine driving this transformation and unlocking future growth, AI technology is fostering a promising emerging market. The Shenzhen AI Sports & Intelligent Fitness Tech Expo is dedicated to promoting collaborative innovation between AI and the sports fitness sector, integrating the smart fitness equipment manufacturing chain, and building a dynamic, evolving AI fitness ecosystem.

Concurrent Events IWF SHENZHEN 2026同期活动

- IWF 2026深圳国际健身展开幕典礼 #IP
- 中国(深圳)健身行业CEO圆桌大会 #IP
- B2B外贸出口及跨境买家论坛 #IP
- LesMills莱美中国健身商业沙龙·深圳站
- 悍苏硬拉挑战赛
- IWF SHENZHEN 2026 Opening Ceremony #IP
- China (Shenzhen) Fitness Industry CEO Roundtable Conference #IP
- B2B Foreign Exports and Cross-Border Buyers Forum #IP
- LesMills China Fitness Business Salon - Shenzhen Station
- HS deadlift games



IWF SHENZHEN 2025 现场活动回顾

Concurrent Events Review

CEO圆桌大会

IWF组委会与24/7 FITNESS联手呈现，大会邀请了14位来自中、韩、日、泰等国运动健身行业最具影响力与前瞻性的杰出代表，吸引了数百名从业者参加。会议围绕“智联未来，建构新生态”主题，共同探讨了运动健身行业的未来发展及创新方向。各位嘉宾的犀利洞察和坦诚分享不仅为观众带来了宝贵的思考和启发，也让行业看到了蓬勃发展的活力与无限可能。

商业合作对接

莱美健身商业沙龙通过健身数据、经营案例、健康合作共赢等多维度帮助健身投资人、经营者获得更多资讯、经验和灵感；舒华健身全国连锁经营共创会通过“1+1+1”新模式，结合企业服务打法+器械销售赋能+实战案例复盘，为行业同仁提供切实指引，为创业者提供全链条支持。

健身健美赛事

香港健美及运动体适能锦标赛2025暨第二届虎啸精英赛作为上届深圳国际健身展的明星活动，在IWF主舞台激情上演，为广大健身健美爱好者追逐梦想、展现自我提供了广阔的展示平台，吸引了众多观众，是现场最具活力的区域之一。来自全国的运动员展开激烈角逐，力与美在舞台上激烈碰撞，演绎了一场时尚体育的视觉盛宴。

外贸跨境服务

跨境交易撮合是IWF的核心特点之一。B2B外贸采购对接会吸引了来自一带一路国家、金砖国家、RCEP成员国、新兴市场国家的专业采购商到场，特别设立的VIP Lounge成为外贸交易的核心阵地。同期举办的B2B外贸出口及跨境买家论坛中，专家领袖深入解析出口贸易壁垒、跨境物流优化等关键议题，为企业拓展海外市场提供了实用策略。

表演互动体验

Zumba中国高燃尊巴派对吸引了大量运动爱好者参与，在专业教练的带领下，音乐、汗水、心跳同频共振，充分展现了健身运动的社交属性与娱乐价值；LesMills BODYCOMBAT莱美明星大师课更是热闹非凡，在明星导师的带领下，学员和观众通过拳击、踢腿等动作进行锻炼，燃烧大量卡路里，释放自我；“IWF×DEKA拼图打卡寻宝之旅”将展会各大亮点区域串联起来，参与者通过完成任务兑换健身周边礼品，既增加了观展趣味性，又加深了对参展品牌的进一步了解。

科技驱动健身

创新成果展示在岩潮AI数字体能空间挑战赛发布会上集中呈现。电竞体适能结合，打造全新数字体育赛事；体感舞蹈运动软件+健身数字人软件+体感球类竞技软件，围绕AI体育应用矩阵，构建体娱娱乐新生态，打造全球热门运动娱乐社区。



CEO Roundtable Conference

Co-presented by the IWF Organizing Committee and 24/7 FITNESS, the conference brought together 14 distinguished and forward thinking leaders from the sports and fitness industries across China, South Korea, Japan, Thailand, and other countries, attracting hundreds of industry professionals. Centered on the theme “CONNECT · INNOVATE · THRIVE,” the conference facilitated in depth discussions on the future development and innovative directions of the sports and fitness sector. The sharp insights and candid sharing from the speakers not only provided the audience with valuable reflections and inspiration, but also highlighted the vibrant energy and boundless potential driving the industry forward.

Business Cooperation Matching

The Les Mills Fitness Business Salon helped fitness investors and operators gain more information, experience, and inspiration through multiple dimensions, including fitness data, business cases, and collaborative health initiatives. The SHUA Fitness National Chain Operation Co-Creation Meeting introduced a "1+1+1" new model, combining corporate service strategies, equipment sales empowerment, and real-case reviews to offer practical guidance for industry peers and comprehensive support for entrepreneurs.

Fitness and Bodybuilding Competitions

The Hong Kong Bodybuilding, Sports & Fitness Championships 2025 and the 2nd Tiger Elite Challenge, a standout event of last year's Shenzhen International Health, Wellness and Fitness Expo, took center stage at the IWF main arena. It provided a broad platform for fitness and bodybuilding enthusiasts to pursue their dreams and showcase their talents, attracting large audiences and becoming one of the most vibrant zones at the venue. Athletes from across the country competed intensely, where strength and beauty clashed on stage, delivering a visual spectacle of modern sports.

Cross-Border Foreign Trade Services

Cross border transaction facilitation is a defining feature of IWF. The B2B Buyer-Supplier Matchmaking Conference drew professional buyers from the Belt and Road countries, BRICS nations, RCEP member states, and emerging markets. The specially arranged VIP Lounge served as a key hub for foreign trade dealings. During the concurrent B2B Export and Cross Border Buyers Forum, industry experts and thought leaders provided in depth analysis on critical issues such as export trade barriers and cross border logistics optimization, offering practical strategies for enterprises looking to expand into overseas markets.

Performances and Interactive Experiences

The Zumba China High-Energy Zumba Party attracted a large number of fitness enthusiasts. Led by professional instructors, the synchronization of music, sweat, and heartbeat fully demonstrated the social and entertainment value of fitness activities. The Les Mills BODYCOMBAT Master Class was particularly lively, with participants and spectators engaging in boxing, kicking, and other movements under the guidance of star trainers, burning calories and releasing their energy. The "IWF × DEKA Puzzle Check-in Treasure Hunt" connected key highlights of the exhibition. Participants completed tasks to redeem fitness-themed gifts, enhancing the fun of visiting the exhibition while deepening their understanding of the exhibiting brands.

Technology-Enabled Fitness

Innovative achievements were prominently displayed at the RockTide AI Digital Fitness Challenge Launch Event. The integration of e-sports and fitness created a brand-new digital sports competition. Through motion-sensing dance software, fitness digital human software, and motion-sensing ball sports software, an AI sports application matrix was built to create a new sports and entertainment ecosystem and develop a globally popular sports and entertainment community.

IWF SHENZHEN 2025

观众数据报告

Visitor Data Analysis Report

10,266 观展人次
Flow

462 海外买家
Overseas Buyers



地域分布 Distribution

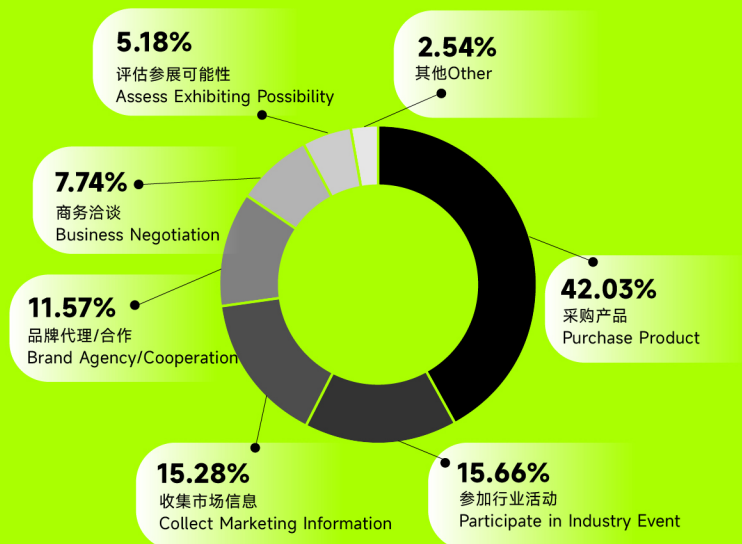
73.10%	华南South China
12.58%	华东East China
9.18%	华北North China
2.73%	华中Central China
0.95%	东北North East China
0.94%	西南South West China
0.52%	西北North West China

国内参观商 Domestic Visitor

参观商类型 Visitor Type

27.53%	健身俱乐部/私教工作室 Fitness Club/Private Training Studio
25.93%	健身爱好者 Fitness Enthusiast
9.24%	经销商/代理商/采购商 Distributor/Agent/Buyer
8.32%	生产商/ODM/OEM Manufacturer/ODM/OEM
8.01%	进出口贸易商/跨境买家/连锁商超 Import and Export Trader/Cross-Border Buyer/Chain Supermarket
4.24%	电商平台/私域团长 E-Commerce Platform/Private Sphere Leader
3.72%	瑜伽普拉提工作室/疗养中心/康复中心 Yoga/Pilates/Sanatorium/Rehabilitation
3.50%	健身教练 Fitness Coach
2.88%	健身培训机构/运动研究机构 Fitness Training/Sports Research Institution
2.68%	管理软件/服务咨询公司 Management Software/Service Consulting Company
1.52%	行业媒体 Industry Media
1.42%	政府机构/商会/行业协会 Government Agency/Commerce Chamber/Industry Association
1.01%	其他 Other

参观目的 Visiting Purpose



IWF SHENZHEN 2025

观众数据报告

Visitor Data Analysis Report

海外参观商

Overseas Visitor

参观商类型 Visitor Type

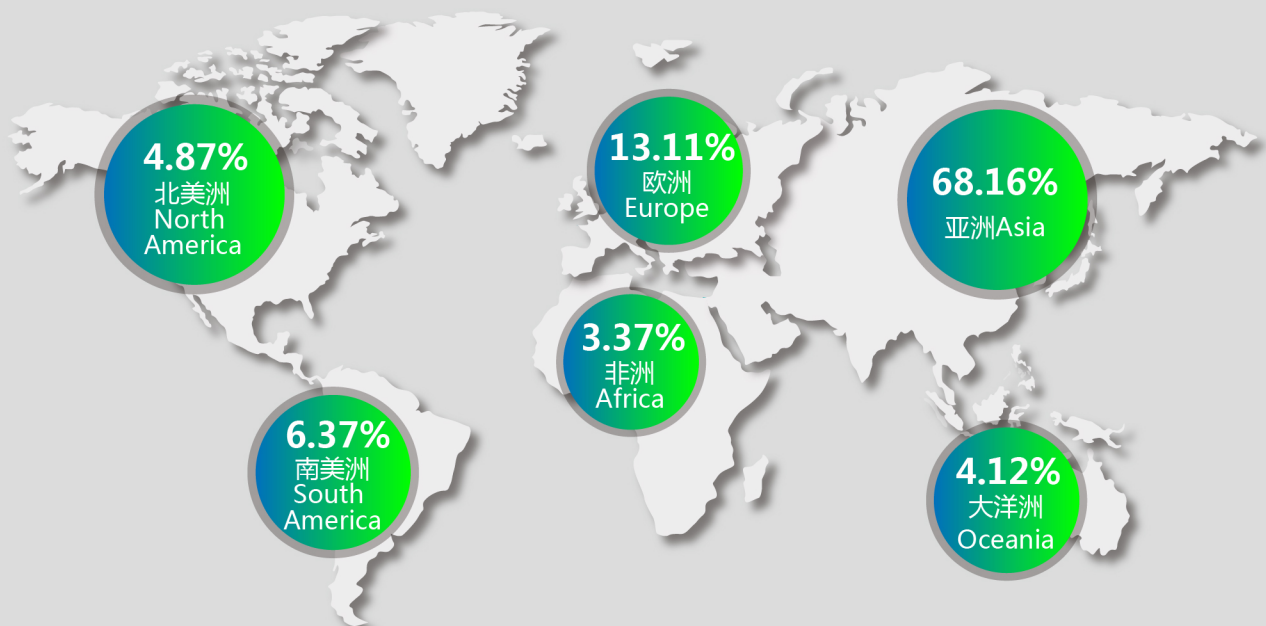
24.70%	健身中心/俱乐部 Fitness Center/Club
21.35%	进出口公司/贸易公司 Import and Export Corporation/Trading Company
15.81%	制造商 Manufacturer
12.25%	批发商/经销商 Wholesaler/Distributor
8.32%	健身爱好者 Fitness Enthusiast
7.34%	线上商店 Online Store
4.35%	代理商/零售店/连锁店 Agency/Retailor/Chain Store
1.38%	行业媒体 Industry Media
1.19%	运动类队伍/组织 Sports Team/Organization
0.99%	学院/大学 College/University
0.59%	百货商店/超市 Department Store/Supermarket
1.73%	其他 Other



采购意向 Procurement Intention

27.05%	商用健身器械 Commercial Fitness Equipment
12.57%	家用健身器械 Home Fitness Equipment
11.42%	运动服饰/休闲服装 Sportswear/Leisure Apparel
10.65%	运动地板 Sports Flooring
9.50%	康复理疗/按摩设备 Rehabilitation and Massage Equipment
8.74%	户外游乐与健身设施 Outdoor Playground and Fitness Facilities
7.89%	户外运动 Outdoor Sports
5.75%	体育场馆设施及营造 Stadium Facilities and Construction
4.21%	泳池设施及配套 Swimming Pool Facilities
2.22%	其他 Other

地域分布 Distribution





Global Buyer Layout

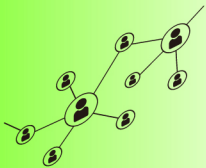
全球采购商布局



Global Marketing Matrix

全球营销矩阵

MEDIA 媒体



ASSOCIATIONS 行业协会

B2B MATCHMAKING 贸易撮合

COOPERATIONS 商务合作



INDEPENDENT WEBSITE 独立站

CALL CENTER 呼叫中心

DATABASE 采购商数据库

SMS & EMAIL 短信电邮



EVENTS 现场活动

FACTORY TOUR 工厂实地考察

FORUM 智库论坛

中国(深圳)健身行业CEO圆桌大会 #IP
China (Shenzhen) Fitness Industry CEO Roundtable Conference #IP
B2B外贸出口及跨境买家论坛 #IP
B2B Foreign Exports and Cross-Border Buyers Forum #IP

Exhibitors Service 参展商尊享服务

NO.1

宣传服务

- 专属电子邀请函
- VIP嘉宾参会模式，形成头部效应
- 全平台宣发（中英文官网、海内外新媒体矩阵）
- 会刊（展商目录）宣传
- 组委会深度采访
- 组团参观基地工厂

NO.2

现场服务

- B2B贸易对接区
- 多国语言翻译服务、外商行李寄存
- 酒店优惠预定、外商Free Hotel服务
- 展台搭建服务推荐
- 展品运输商推荐
- 会议室/舞台租赁

NO.3

平台推广

推广展商的产品与服务，助力品牌提升：
包含LOGO/企业介绍/优势产品信息等

B2B交易生态平台

为参展商提供询盘服务和商机撮合

以SaaS平台架构为基础进行外贸建站、以谷歌搜索引擎为核心进行优化推广的外贸营销解决方案，帮助企业快速获得大量海外精准询盘。



Promotion Service

- Exclusive Electronic Invitation
- Build VIP Networks & Achieve Industry Head Effect
- Full-Platform Promotion (Official Websites & Social Media)
- Show Directory (Catalogue)
- Organizing Committee Interviews
- Factory Group Tours



Onsite-Service

- B2B Trade Matchmaking
- Chinese Translation Service, Luggage Storage
- Hotel Discount Reservation, Free Hotel Service
- Booth Building Service Recommendation
- Exhibits Carrier Recommendation
- Conference Room / Stage Rental



Platform Promotion

Products and Services & Brand Promotion (Including Logo / Enterprise Introduction / Core Product Information, etc.)

B2B Trading Ecological Platform

IWF Global:

Providing inquiry and business matching services for exhibitors

Powered by Google search engine, IWF Global is based on the SaaS platform architecture for the website construction to optimize and promote the foreign trade marketing solutions, enabling enterprises to quickly obtain a large number of overseas high quality inquiries.

Official Website Promotion

www.ciwf.com.cn/en

BOOTH TYPE AND COST

展台类型及费用



精装展位

Standard Boutique Booth

9m² (3m×3m)

- | | |
|------------------------------|---|
| ① 一张咨询桌 | ① One Table |
| ② 两把椅子 | ② Two Chairs |
| ③ 一块中英文公司楣板
(双开口提供两块楣板) | ③ One Exhibition Lintel (Bilingual)
(Two-Side Open Booth with Two Lintels) |
| ④ 一个220V电源插座 | ④ One 220V Socket |
| ⑤ 两支射灯 | ⑤ Two Spot Lights |
| ⑥ 两/三面间板 | ⑥ Two/Three Panels |
| ⑦ 展位内满铺地毯 | ⑦ Space and Carpet |

备注：展位效果图仅供参考，具体以现场实物为准。

Note: The picture is for your reference,
and the real booth complies with release onsite.



光地 (36m²起租)

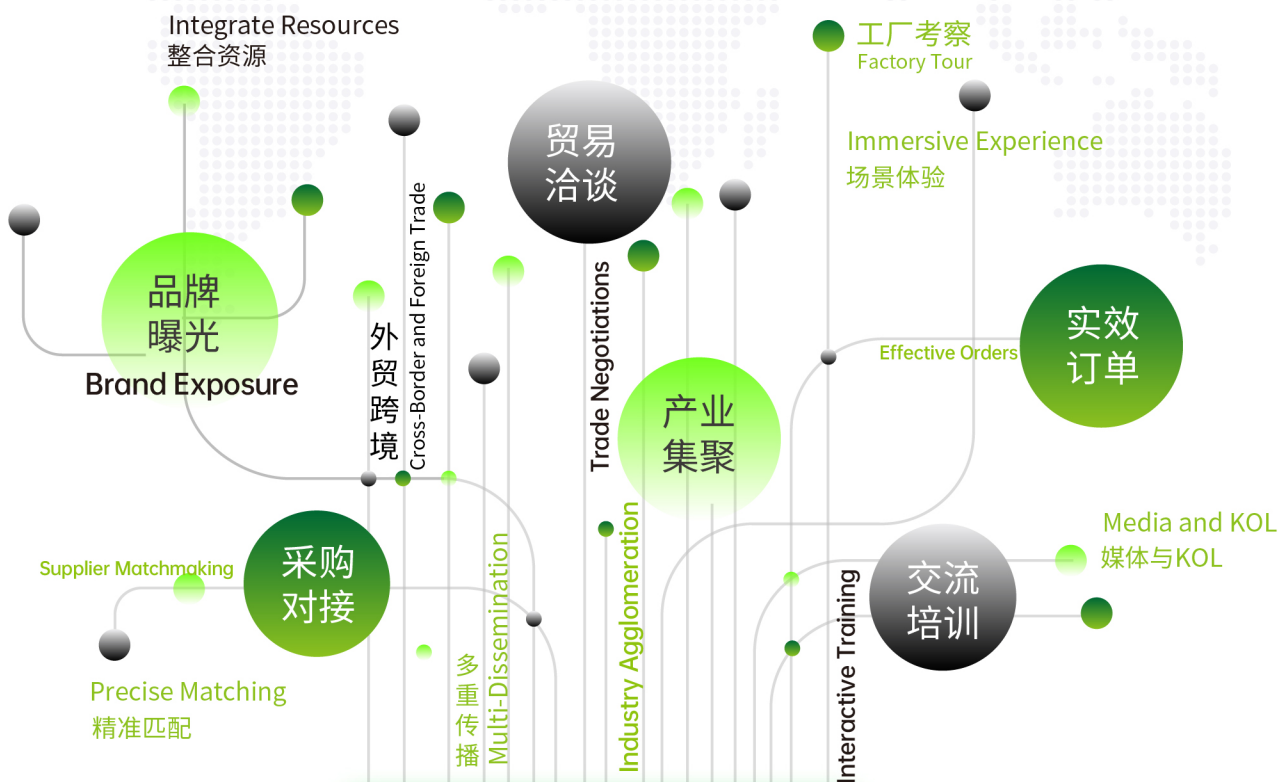
Raw Space (Minimum 36m²)

备注：展出场地，无任何设施

Note: Raw Space with no furniture equipped.

展台 / 规格 Area / Type	精装展位 Boutique (3m×3m)	精装双开口展位 Two-side Open Boutique (3m×3m)	光地 Raw Space (36m ² 起租) (Minimum 36m ²)
境内企业 Domestic	17,800 元/展位 RMB 17,800	18,800 元/展位 RMB 18,800	1,600 元/m ² RMB 1,600/m ²
境外企业 Oversea	3,500 美元/展位 USD 3,500		320 美元/m ² USD 320/m ²

IWF SHENZHEN 2026



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上海德纳展览服务有限公司

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