

DRIVING
THE ENERGY
TRANSITION

26

KEY

THE
ENERGY
TRANSITION
EXPO

4 → 6
MARCH
2026

RIMINI
EXPO
CENTRE
ITALY

EN

key-expo.com
#climatefriends

Organized by
ITALIAN EXHIBITION GROUP
Providing the future

In collaboration with
 **ITA**
MADE IN ITALY

Simultaneously with
DPE
DIPARTIMENTO ENERGIA ELETTRICITÀ E GAS
 **ITALIA SOLARE**
L'ENERGIA DEL FUTURO
 **Forum Tech**

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MISSION

In a global world marked by continuous climatic, economic and geopolitical crises, renewable technologies are the backbone of the energy transition. This has consequently served to strengthen the market in strategic sectors such as photovoltaics, electric mobility, storage systems and wind energy.

KEY - The Energy Transition Expo is the key European event dedicated to technologies, services and integrated solutions for energy efficiency and renewable energies in Italy and the Mediterranean basin.

It is a place to highlight how energy and climate policies are gathering pace and opportunities are opening up in the market. The opportunity to showcase technological innovations and financial challenges in a environment that combines an ever larger floor space for exhibitors and a range of conferences, with a growing number of international visitors.

FACTS & FIGURES

The **18th edition of KEY**, held from 5 to 7 March 2025, **exceeded all expectations**. For three days, KEY transformed the Rimini Expo Centre into the beating heart of energy transition and efficiency: the place where, among innovative solutions and cutting-edge technologies, the global industry community **created the future of energy**.

67,216 attendances, 14% of which were foreigner

104 countries and regions involved

118,039 sqm of gross exhibition space

1,026 exhibitor brands of which 30% were foreigners from 32 countries

195 events & conferences of which 18 were international ones

393 million media contacts

573 top hosted buyers & delegates participated in KEY leading to 2,556 meetings on the digital platform

53 associations involved

WHY EXHIBIT

EXHIBITORS PROFILE

KEY tells the story of the energy and renewable energy sector involving authorities, associations, organisations, utilities, companies and start-ups participating in the energy transition in various fields:

PHOTOVOLTAIC ENERGY EFFICIENCY FOR INDUSTRY, BUILDINGS AND PUBLIC ADMINISTRATION

WIND POWER COGENERATION, TRIGENERATION, MICROGENERATION

SOLAR THERMAL SUSTAINABLE CITY

GEOTHERMAL ELECTRIC MOBILITY

HYDROELECTRIC CONSULTING, SERVICES, DIGITALISATION

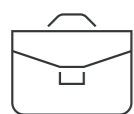
HYDROGEN MANAGEMENT, MAINTENANCE, SAFETY

STORAGE SYSTEMS MEDIA AND TRAINING



Over 90% of exhibitors consider participating in KEY to be important for their brand*

*source survey 2024



BUSINESS

Achieve economic and development goals by strengthening new national and international markets.



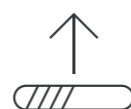
BRAND VALUE

Ensure international visibility, present innovative projects to the market.



COMMUNITY

Become part of an active and relevant community, expanding training opportunities.



UPDATE

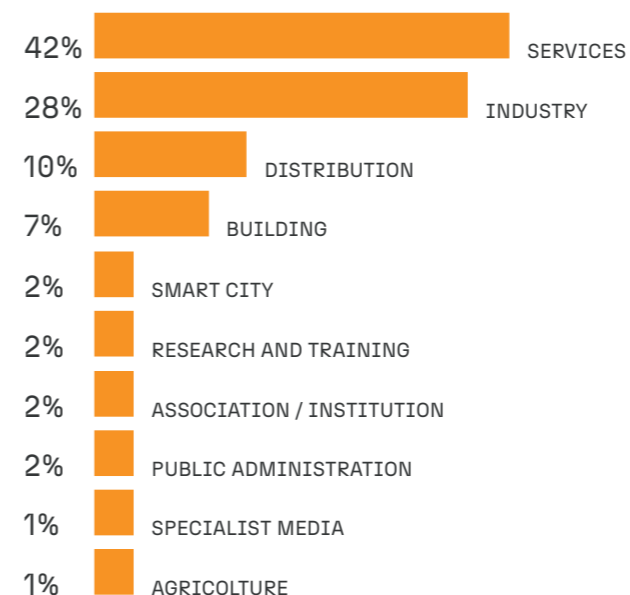
Discover trends, projects, technologies, regulations and best practices to contribute to the energy transition with an international perspective.

VISITORS PROFILE

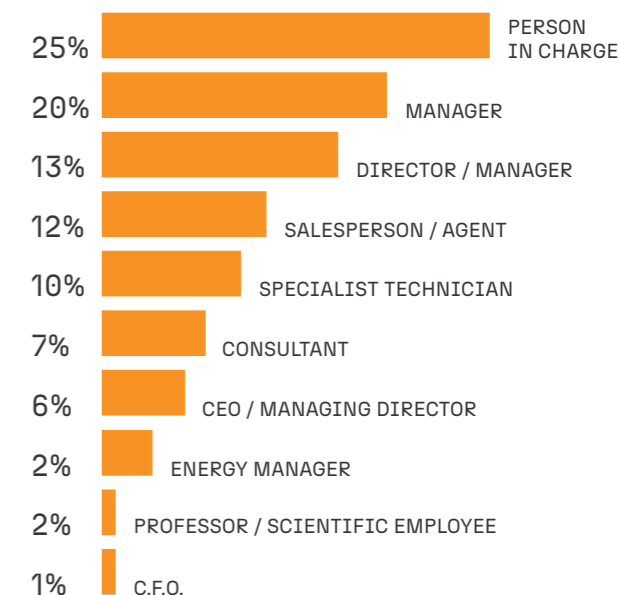
TOP COUNTRIES OF ORIGIN

- | | |
|----------------|------------------|
| 1. SPAIN | 6. GREAT BRITAIN |
| 2. CHINA | 7. CROATIA |
| 3. GERMANY | 8. TURKEY |
| 4. SWITZERLAND | 9. BULGARIA |
| 5. FRANCE | 10. NETHERLANDS |

BUSINESS SECTOR



PROFESSION



Meet

stakeholders and professionals operating in the energy transition and renewable energy sectors.



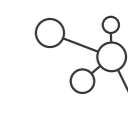
Forge

new partnerships and business relationships for the growth of your business.



Learn about

the latest news in the sector, about regulatory standards and about possibilities for development.



Share

ideas, projects, technologies, news and good practices supporting the energy transition.

EXHIBITION SECTORS

HYPE

HYDROGEN POWER EXPO supported by **Hydrogen & Fuel Cells Europe**

Italian Exhibition Group and Hannover Fairs International GmbH (HFI), the Italian subsidiary of Deutsche Messe AG, are promoting **HYPE - Hydrogen Power Expo** supported by Hydrogen & Fuel Cells within **KEY - The Energy Transition Expo**: a place dedicated to the discussion of **hydrogen** issues and **its importance** for the energy transition.

SUSTAINABLE CITY

The workshop on the transformation of cities according to the **smart city** model in which developments are described from the perspective of mobility, digitisation and urban regeneration.

EFFI

ENERGY EFFICIENCY EXPO

Cutting across all sectors involved in the energy transition, EFFI is interested in products and services that enable the **efficient use of resources**, namely less use and more energy savings by involving **stakeholders** from the **industrial and residential sectors**.

E-ME

eMOBILITY EXPO

The area dedicated to **electric and sustainable mobility**, from the latest technologies for charging infrastructures, electrification of **company fleets** to **interconnection services**.

SEC

SOLAR EXPO & CONFERENCE

Products and technologies from **residential** to **utility scale**, from **agrivoltaics** for industry to solar energy and energy communities and topics such as **batteries, recovery and recycling of critical materials** and ecodesign.

WEM

WIND EXPO FOR MED

On-shore wind, off-shore wind, mini-wind and renewable energy community projects starting from wind energy. **WEM** welcomes manufacturers, **developers, utilities**, wind farm operators, operators and investors.

KSE

KEY STORAGE EXPO

The exhibition project dedicated to technologies and innovations for **static energy storage** with applications in the residential, commercial industrial (C&I), centralised storage and grid scale sectors.

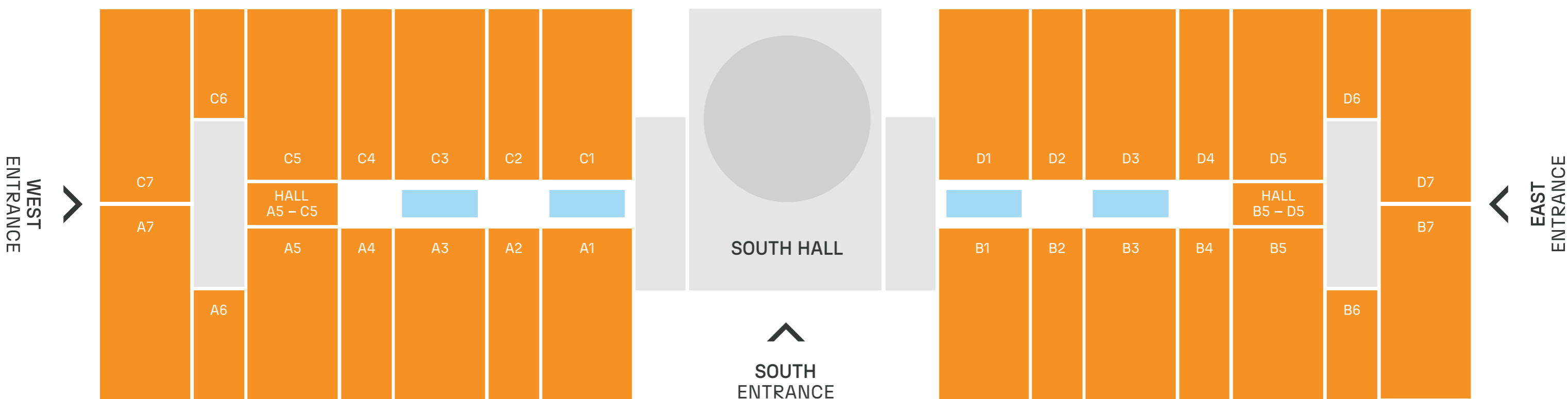
LAYOUT

GET A QUOTE



The 2025 edition of KEY - The Energy Transition Expo set a new benchmark with its optimized layout, clearly defined sectors, and exciting innovations. A dynamic and structured exhibition, designed to foster business, networking, and knowledge exchange, making it the reference event for the energy transition.

As we look ahead to 2026, KEY continues to grow, offering even more opportunities, insights, and international connections. Be part of the evolution, discover what's next!



HYPE HYDROGEN POWER EXPO

HYPE
HYDROGEN POWER EXPO

A project by

KEY THE ENERGY TRANSITION EXPO

Supported by

HYDROGEN FUEL CELLS EUROPE

Hydrogen is one of the ways to accelerate decarbonisation, particularly in strategic sectors for the economy such as energy-intensive industries and transport. In this dynamic and evolving context, Italian Exhibition Group and Hannover Fairs International GmbH (HFI), the Italian subsidiary of Deutsche Messe AG, are promoting **HYPE - Hydrogen Power Expo** supported by Hydrogen & Fuel Cells within KEY - The Energy Transition Expo: a place fully dedicated to the discussion of hydrogen issues and its importance for the energy transition, but also a privileged opportunity for key players in the sector to interact with each other and support the establishment of new projects.

Who exhibits:

HYDROGEN GENERATION AND PRODUCTION

HYDROGEN INFRASTRUCTURE, DEVICES AND EQUIPMENT

COMPRESSION, STORAGE, DISTRIBUTION AND TRANSPORT OF HYDROGEN

MATERIALS AND COMPONENTS FOR FUEL CELLS AND POWER TECHNOLOGIES

FUEL CELL SYSTEMS AND APPLICATIONS

HYDROGEN MOBILITY

HYDROGEN BOILERS

MEASUREMENT, ANALYSIS AND TESTING

ENGINEERING, CERTIFICATION AND FINANCE COMPANY

DISCOVER MORE



SU.PORT

**SU.
PORT
RT**

An exhibition focus on the strategic role of ports as new energy hubs. Ports play a crucial role in the global energy transition, contributing significantly to reducing emissions and promoting renewable energies.

This process represents a challenge, but also an opportunity for ports to establish themselves as key players in building a low-emission economy, while ensuring the competitiveness and efficiency of global logistics chains.

Su.Port reports on the **electrification of port docks**, which is essential to reduce emissions, promote sustainability in ports and accelerate the development of off-shore wind energy, in particular floating wind farms.

SUSTAINABLE BUILDING DISTRICT

EE
EN
EX
PO
ENERGY EFFICIENCY EXPO

The Sustainable Building District is located within Energy Efficiency, thanks to the partnership with Green Building Council Italia.

A thematic path to showcase products, services and solutions for **sustainable construction**, which aims to raise public awareness and spread the culture of the circular economy applied to the **construction sector**.

 Green Building Council Italia

This represents an opportunity for the key players in the sector to meet, discuss and stay updated on the latest news, increasing their know-how within the **green entrepreneurship network**.

INNOVATION DISTRICT

KEY - The Energy Transition Expo has dedicated an exhibition area to innovation, thus creating the **Innovation District**: a place dedicated to **technological innovations, services and integrated solutions for energy efficiency and renewable energy**. An open innovation path aimed at developing connections and synergies that can foster product and/or service innovation.

The Innovation District is organised by Italian Exhibition Group, promoted in collaboration with ICE-Italian Trade Agency, ART-ER, a consortium company of Emilia-Romagna, FONDAZIONE MAI – an expression of the Confindustria System. It will also have as its Main Partner ANGI, the National Association of Young Innovators.

START-UP & SCALE-UP

KEY reconfirms and enhances the **Start-Up & Scale-Up** area by giving companies and investors a bigger and more dynamic dialogue **platform** to promote the **growth** of the new generation of innovative companies.



LORENZO CAGNONI AWARD

Since the KEY 2024 edition, KEY has been organising the **Lorenzo Cagnoni Innovation Award**, dedicated to the memory of IEG's president.

The award is given to the seven most innovative projects among the exhibitors, one for each product sector present at KEY and to **the three Start-Ups** that stand out for their innovative potential.

GREEN JOBS & SKILLS

KEY hosts the Green Jobs & Skills initiative to help match job supply and demand and bridge the green skills gap that is still widespread within companies.

The project represents a valuable opportunity for training and career counselling for students and young workers, but also an opportunity for companies to **meet potential applicants and anticipate the most promising talent**.

CONFERENCE PROGRAMME

KEY prides itself on its **rich programme of high-value conferences, seminars** and strategic **debates dedicated to the complex nature of renewable energy** sectors and the **energy transition** nationally and internationally. Events aimed at exploring innovations, regulations and market developments. Events aimed at exploring **innovations, regulations** and market developments.

The Technical Scientific Committee chaired by Professor **Gianni Silvestrini** and composed of a team of technicians, university representatives and managers of national institutions including the Emilia Romagna Region, industrial trade associations, consortia, agencies and institutes, but also European and international institutions, ensure the suitability, quality and innovation of the content offered.

The schedule of meetings will feature a rich selection of international events, ensuring it will provide a unique opportunity for training, **communication** and **professional development**, even on topics not yet tackled by the event, such as nuclear power and artificial intelligence.

The topics will range from agrivoltaics to renewable energy communities, from green residential and industrial redevelopment to electric mobility, from hydrogen to the role of local governments, including discussions on energy cost containment, regulatory aspects and new financial opportunities.

CALL FOR PAPERS

The initiative is aimed at scholars, researchers, professionals and innovators: participants will be able to submit their abstracts on the topics of renewable energy and renewable energies and the energy transition. Selected papers will be published by the new scientific journal QualEnergia Scienze and some of them may also be presented in the conferences organised during the three-day event.

DISCOVER
MORE



A GROWING INTERNATIONAL FOCUS

Through an integrated internationalisation strategy, KEY is increasingly consolidating its position as a leading player in Europe and the Mediterranean basin while increasing its awareness overseas. It stimulates the presence of international exhibitors and visitors through:

ONLINE AND OFFLINE OMNICHANNEL COMMUNICATION

MISSIONS AND PARTICIPATION IN FAIRS AND CONFERENCES ABOUT THE ENERGY TRANSITION ABROAD

DIALOGUE AND INVOLVEMENT OF NUMEROUS INSTITUTIONAL MEMBERS AND INTERNATIONAL INDUSTRY ASSOCIATIONS

NETWORK OF COLLABORATIONS WORLDWIDE FOR THE PROMOTION OF THE FAIR AND THE HOSTED BUYER PROGRAMME

According to this strategy, the range of countries taking part with potential and a strong demand for innovative technologies and solutions for the energy transition will be further extended.

HOSTED BUYERS PROGRAMME

KEY offers international visitors exclusive access to its **Hosted Buyers Programme**, designed to connect top buyers with leading players in the energy transition sector. The initiative fosters high-value business relationships, strategic partnerships, and knowledge exchange with international industry leaders and decision-makers. Developed in collaboration with the **Italian Trade Agency** and the **Ministry of Foreign Affairs and International Cooperation (MAECI)**, the program welcomes **over 300 qualified international buyers each year** (2025 data).

BECOME
A BUYER



HOW TO PARTICIPATE

STAND OPTIONS

KEY and its entire team supports the exhibitor in choosing the **most suitable area** to promote their brand. The exhibitor can request a custom empty floor space and draw on the know-how of **Prostand**, an IEG group company, to design the stand or choose from the available pre-fitted stand models.

CATERING SERVICES

Summertrade, a IEG group company active in the food & beverage sector, develops catering services and customised solutions for companies and events.

DIGITAL PROFILES

Not just physical space. KEY offers exhibitors **multiple phygital and full digital participation formats**. Through this hybrid form of event, the experience doesn't end with the trade fair event but continues throughout the

year, allowing companies to reach a wider international audience and increase their pool of potential leads, generating impacts on revenues and opening up more and more networking and business matching opportunities.

EMPTY FLOOR SPACES

1 Front

€ 214

2 Fronts

€ 225

BASIC LEVEL

Pre-fitted stands starting from 16 m²

€ 5,801

LARGE AREAS

Starting from 96 m²

€ 207

BASIC

It allows each exhibitor to access the **Digital Hub** and increase their visibility over time and in the area through the network, opening up more and more networking and business opportunities.

GOLD & PLATINUM (ENTRY FEE)

They enable visitor interaction, increased visibility and customisation of the display profile.

BASIC

Cost included in participation

GOLD

€ 2,500

PLATINUM

€ 6,500

KEY UNLOCK THE FUTURE OF PPA CHOICE

3 March 2026
Palacongressi - Rimini
10:00-18:00

The event that facilitates meetings between energy suppliers and energy-intensive companies to encourage PPA contracts.

Organized by



ITALIAN EXHIBITION GROUP
Providing the future

DISCOVER MORE



COMMUNITY GREEN&TECH

As a true community catalyst, we have built an **international network** of events that connects a growing ecosystem of stakeholders, supporting them in working more ethically and responsibly through new technologies.

Each event represents a key step in this collective journey, focusing on **circular economy, clean**

energy, sustainable mobility, and green innovation — with local roots and a global vision.

Being part of this community means gaining year-round access to international insights, **business opportunities**, and meaningful connections that extend far beyond the days of the event in Rimini.



Rimini, 4 — 6 March 2026

key-expo.com



Rimini, 4 — 6 March 2026

dpeurope.it



Rimini, 4 — 7 November 2025

ecomondo.com



Guadalajara, 14 — 16 April 2026

ecomondomexico.com.mx



China, 2026

cdepe.com



Rimini, 24 — 26 November 2026

expoibe.com



Naples, 28 — 30 May 2025

greenmedsymposium.it

180,288

Attendances

3,188

Exhibitors

300,423

Gross sqm of exhibition space

156,212

Contacts

262

Italian and international associations

ITALIAN EXHIBITION GROUP

WE ORGANISE FAIRS AND CONFERENCES, IN ITALY AND AROUND THE WORLD. WE CREATE A NETWORK BETWEEN INDUSTRIES, FOSTER RELATIONSHIPS AND CREATE EXPERIENCES. WE CARE ABOUT THE PLANET.

For over 70 years, Italian Exhibition Group has been organising trade fairs, events and conferences in Italy and around the world.

It offers national and international partners practical business opportunities, high value-added contents and services, and meeting opportunities. Modern facilities, a highly professional approach, innovation and networking skills are the assets that drive its activities. It creates value for stakeholders by facilitating the territory's economic growth, creating a network of relationships and experiences.

IEG is a company with shares listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has used its facilities in Rimini and Vicenza over the years to develop a leadership role in the organisation of trade fair and conference events and has also developed foreign activities, including through joint ventures with global or local organisers, such as in the United States, United Arab Emirates, China, Mexico, Germany, Singapore and Brazil. These have positioned it among the main European operators in the sector.

COMMUNITY CATALYST

WHERE WE OPERATE

Italy

Rimini – Milan – Vicenza – Arezzo

World

Chicago – Dubai – Munich
New York – Oakland – San Paolo – Singapore

VENUES

Rimini Expo Centre

Rimini Conference Centre

Vicenza Expo Centre

Vicenza Convention Centre

GREEN CORE

ITALIAN EXHIBITION GROUP IS AMONG THE TOP, MOST IMPORTANT PLAYERS IN EUROPE TO OBTAIN ISO 20121 CERTIFICATION FOR ITS LOCATIONS, THE RIMINI AND VICENZA EXHIBITION DISTRICTS AND THE RIMINI CONFERENCE CENTRE, BUT ALSO FOR ORGANISING ECOMONDO.

An ambitious path which commits the company to a mission ranging from separate waste collection to industrial material recycling processes and which, in the long run, requires prevention and the adoption of circular economy models, but also a heavy reduction in the use of materials and energy.

30,000 m²
of green space

1,500
plants

+ 8,5 milion kWh
of clean energy produced
by photovoltaic systems

12
12 charging stations,
a total of 24 sockets

23,000.000
litres of water saved thanks to a recycling system

144,000 m²
of solar panels

120 t
of CO₂ saved thanks to lighting
with 850 LED projectors

20%
of visitors use the internal
train station

-50%
of energy used for cooling
thanks to an "Ice Bank"

CERTIFICATIONS

ISO 14001
Environment

GBAC STARTM
Global Biorisk Advisory Council

ISO 45001
Health and Safety at Work

ISO 20121
Sustainable event management systems



TERRITORY

EMILIA-ROMAGNA

Third region in Italy for number of photovoltaic systems installed. An ecosystem rich in institutions and collaborative businesses modelled after the "Motor Valley", a highly attractive area for international investors.

A land of belfries, towers, Apennines, beaches and rugged plains, straight down to the sea: Emilia-Romagna, famous throughout the world as the land of hospitality, is a place where different experiences fuse into an unexpected journey through culture, nature and food and wine.

Slow and lively, traditional but ready to innovate, conservative but dynamic: Emilia-Romagna has many facets and looks to the future as one of the regions driving change in our country.

RIMINI EXPERIENCE

DISCOVER THE CITY

This mix of well-being, new emotions and historic flavours means that **Rimini**, land of villages and fishermen, **is a people-friendly city with over 2,000 years of history to share.** Shopping, art, museums, parks, restaurants, leisure and wellness facilities parks form the rich environment that Rimini offers its guests after the fair.

HOW TO GET THERE

Boasting a strategic position halfway between Northern and Southern Italy, and located in a network of connections, Rimini is easy and convenient to reach within Italy and from abroad. Getting to Rimini is quick and easy by car, train and plane!

REACH RIMINI
SUSTAINABLY



PARTNERSHIPS AND COLLABORATIONS

Gianni Silvestrini — President of the Scientific Technical Committee

Gianni Vittorio Armani — Elettricità Futura

Riccardo Battisti — Solare termico

Laura Bellia — AIDI

Ilaria Bertini — ENEA

Andrea Boraschi — Transport & Environment

Luca Buzzoni — Regione Emilia-Romagna

Marco Caffi — GBC Italia

David Chiaramonti — Polytechnic University of Turin

Stefano Ciafani — Legambiente

Franco Cotana — RSE

Giacomo Cantarella — AssoESCo

Luca D'Apote — Coldiretti

Dario Di Santo — Fire

Anna Donati — Kyoto Club

Fabio Fava — University of Bologna

Francesco Ferrante — Kyoto Club

Claudio Ferrari — Federesco

Monica Frassoni — EUSASE

Daniel Fuchs — IBESA

Gianmarco Giorda — ANFIA

Marco Golinelli — Italcogen

Giorgio Graditi — ENEA

Angela Grassi — ETA FLORENCE

Michelangelo Lafronza — Anie Rinnovabili

Cristina Maggi — H2IT Italia

Alessandro Marangoni — Althesys

Francesco Matteucci — European Innovation Council

Thomas Miorin — EDERA

Giulia Monteleone — ENEA

David Moser — Eurac Research

Francesco Naso — Motus-E

Raimondo Orsini — Sustainable Development Foundation

Roberto Pagani — Polytechnic University of Turin

Annalisa Paniz — AIEL

Roberta Papili — Confagricoltura

Marco Pezzaglia — Gruppo Professione Energia, COGEN Europe

Attilio Piattelli — Coordinamento FREE

Paolo Picco — Federidroelettrica

Emanuele Proia — ASSTRA

Alessio Pinzone — Area RIDEF

Attilio Raimondi — Regione Emilia-Romagna

Aurelio Regina — Confindustria

Agostino Re Rebaudengo — Elettricità Futura

Gian Marco Revel — Marche Polytechnic University

Massimo Ricci — ARERA

Fabio Roggiolani — GIGA

Angelo Salsi — University of Tuscina CINEA — European Commission

Alessandra Scognamiglio — AIAS

Alberto Sogni — Cluster-ER Greentech

Simone Togni — ANEV

Fabrizio Tollari — ART-ER S. cons. p. a.

Francesca Maria Trapani — GSE

Marco Vecchio — ANIE Energy

Roberto Vigotti — Res4Africa Foundation

Michael Villa — SmartEn

Paolo Rocco Viscontini — Italia Solare

Giovanni Battista Zorzoli — Coordinamento FREE

Updated to 2025

INTERNATIONAL COLLABORATIONS

Algeria, CDER — Renewable Energy Development Centre

Armenia, Renewable Resources and Energy Efficiency Fund

Bulgaria, BBAEII (Bulgarian Branch Association of Electronic Industry and Informatics)

Bulgaria, Solar Academy

Chile, Cámara de Comercio Italiana en Chile

Croatia, Chamber of Economy

Croatia, Intelligentna Energija

Czech Republic, Solární Asociace

Egypt, CEDARE (The Center for Environment and Development for the Arab Region and Europe)

Egypt, Environmental Compliance and Sustainable Development Office ECO FEI

Egypt, RCREEE - Regional Center for Renewable Energy and Energy Efficiency

Europe, SmartEN — Smart Energy Europe

Europe, EASE — The European Association for Storage of Energy

Europe, E-Mobility Europe

Finland, Renewables Finland Association

Finland, Solar Energy

Germany, IBESA (International Battery Energy and Storage Alliance)

Georgia, Association of Young Professionals in Energy

Grecia, PASEPPE

Hungary, HAEE — Hungarian Association of Environmental Enterprises

Hungary, Hungarian National Association of Machinery and Power Engineering Industries

Hungary, Jövő — Future Mobility Association

Hungary, MNNSZ — Hungarian Photovoltaic and Solar Collector Association

Iraq, Iraqi Federation of Industries

Ivory Coast, Ministero dell'Ambiente

Jordan, Amman Chamber of Industry

Kazakhstan, Qazaq Green Renewable Energy Association

Kazakhstan, Waste Management Association "Legal Entities Association"

Kyrgyzstan, Association of Small Hydro Power Plants

Lithuania, Lithuanian Energy Institute

Lithuania, Solar Energy Association

Moldova, EBA MOLDOVA

Moldova, Training and Consulting Center E-CIRCULAR

Morocco, IRESEN (Institut de Recherche en Energie Solaire et Energies Nouvelles)

Morocco, Cluster EnR

Morocco, Cluster H2

Nigeria, African Sustainable Energy Association

North Macedonia, Macedonian Solar Energy Association

Panama, Cámara de Comercio Italiana de Panama

Senegal, ANER — Agence Nationale pour les Energies Renouvelables

Serbia, Serbian Chamber of Commerce

Serbia, Serbian parking Association

South Africa, SAPVIA — The South African Photovoltaic Industry Association

Tunisia, CSPV — Chambre Syndicale du Photovoltaïque

Tunisia, STEG Energies Renouvelables

Turkey, ENSIA — Association of Energy Industrialists and Businessmen

United Kingdom, IOM3

United Kingdom, Energy Industries Council

Ukraine, All-Ukrainian public organization of nature protection Zhiva Planeta

Ukraine, European-Ukrainian Energy Agency

Ukraine, European Business Associatio

Ukraine, PAEW - Professional Association Of Environmentalists Of The World

Ukraine, Ukrainian Ecological Alliance

Uzbekistan, Chamber of Commerce

Updated to 2025

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**INTERNATIONALS
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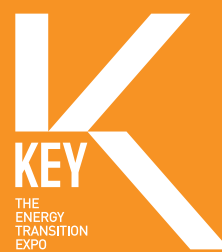
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