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Study on the Regional Synergistic Development of the Guangdong-Hong Kong-Macao National Games and Mass Sports Events in Guangdong Province

Yidi Dai[1], Zhengqi Zhong[2], Chenghe Huang[3], Yingmei Li[4], Jiajun Zhou[5], Dongjin He[1,*]

[1] Department of Physical Education, Guangdong University of Finance, Guangzhou, China

[2] School of Internet finance and information engineering, Guangdong University of Finance, Guangzhou, China

[3] School of Credit Management, Guangdong University of Finance, Guangzhou, China

[4] Qingyuan Campus, Guangdong University of Finance, Qingyuan, China

[5] General Education Department, Southern Medical University, Guangzhou, China

*Corresponding author: Dongjin He

Abstract

The purpose of this paper is to explore the regional synergistic development of the Guangdong-Hong Kong-Macao National Games and mass sports events in Guangdong Province. Through literature review, analysis of the current situation, and discussion of the goals and strategies of regional synergistic development, this paper reveals the positive impacts of the Guangdong-Hong Kong-Macao National Games on mass sports events in Guangdong Province, and proposes strategies to promote regional synergistic development. It is found that the Guangdong-Hong Kong-Macao National Games not only enhanced the international influence of sports in the Guangdong-Hong Kong-Macao Greater Bay Area, but also promoted the construction of four major platforms, namely, sports events, talent cultivation, fitness for all, and information services, through cross-sectoral, cross-regional, and cross-subjective cooperation. This paper suggests strengthening top-level design, optimizing resource allocation, promoting industrial integration, enhancing talent cultivation and exchange, innovating event organization modes, reinforcing the construction of information service platforms, promoting the development of regional brand events, and strengthening the post-event utilization and heritage protection in order to realize the regional synergistic development of the Guangdong-Hong Kong-Macao Universiade and the Guangdong Province's mass sports events, and to contribute to the prosperity of the Guangdong-Hong Kong-Macao Greater Bay Area's sports industry and economic and social progress. positive contribution.

Keywords

Guangdong; Hong Kong and Macao National Games; Regional Synergistic Development; Mass Sports Events; Sports Industry Integration; Sports Event Heritage.

1. Introduction

1.1. Background of the Study

The background of the Guangdong, Hong Kong and Macao National Games has far-reaching historical and practical significance. As the first large-scale sports event jointly organized by Guangdong, Hong Kong and Macao, the 15th National Games (hereinafter referred to as the

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"15th National Games") is not only a centralized demonstration of the new achievements in the development of China's sports industry, but also a comprehensive display of the new outlook of the construction and development of the Guangdong-Hong Kong-Macao Greater Bay Area. The organization of this event marks the first time for Hong Kong and Macau to participate in hosting the Games, and the first time for the Games to be held in Hong Kong and Macau, which is of great strategic significance in promoting the development of sports and regional integration in the Guangdong-Hong Kong-Macao Greater Bay Area.

The hosting of the Games will promote in-depth cooperation among Guangdong, Hong Kong and Macao in the field of sports, enrich the practice of "One Country, Two Systems", and promote exchanges, communication and integration among the three places. This cooperation is not only conducive to serving the national strategy of the Guangdong-Hong Kong-Macao Greater Bay Area, but also facilitates the effective convergence of rules and regulations, facilitates the flow of factors, and explores the pragmatic initiatives of reform and innovation in sports under the principle of "one country, two systems, one policy, one rule, three systems". In addition, the hosting of the Games will also promote the integrated development of culture, sports, tourism and business, expanding sports and leisure and cultural tourism consumption, attracting Mainland, Hong Kong and Macao citizens to "go in both directions" and "consume across the city", and assisting industrial transformation and upgrading, injecting new kinetic energy into high-quality development.

1.2. Significance of the Study

Exploring how the Guangdong, Hong Kong and Macao National Games can promote the regional synergistic development of mass sports events in Guangdong Province has important theoretical and practical value for understanding and promoting the development of sports and economic and social development in the Greater Bay Area. First, the hosting of the 15th National Games will enhance the image and influence of the Greater Bay Area of Guangdong, Hong Kong and Macao, protect the cultural heritage of the events in the Greater Bay Area of Guangdong, Hong Kong and Macao, and strengthen the humanistic and historical deposits of Guangdong, Hong Kong and Macao. Secondly, by jointly hosting the Games, Guangdong, Hong Kong and Macao can jointly form the Organizing Committee of the Games, which will serve as the supreme body for the coordination and decision-making management of the Games, and will be responsible for the planning and deployment of the Games, co-ordination and coordination, implementation of policies, and management and supervision of the Games' hosting process, so as to strengthen the joint interactions among the local governments at all levels, between the government and the industry, and among enterprises.

In addition, the hosting of the Games will also promote the coordination of differences in administrative approvals, intellectual property rights, technical standards and commercial registration in the Guangdong, Hong Kong and Macao Greater Bay Area, seek the "greatest common denominator" of cooperation among the three places, and promote the establishment of a judicial cooperation platform for the Guangdong, Hong Kong and Macao Greater Bay Area, so as to provide a pilot template for a dispute resolution mechanism for cooperation in the Bay Area. Early and pilot implementation of the sports information sharing platform, sports qualification certification, and customs clearance for participation and spectatorship will promote information sharing, mutual recognition of qualifications and cultural integration among the three places.

To sum up, the organization of the Guangdong-Hong Kong-Macao National Games is not only a sports event, but also an important opportunity for the synergistic development of the Guangdong-Hong Kong-Macao Greater Bay Area region. Through this platform, we can deepen regional cooperation, form a concerted effort to effectively transform the institutional advantage of our country in concentrating its strengths on major events into the effectiveness

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of organizing the Games, so as to deliver a satisfactory answer to the CPC Central Committee and the people of the whole country. Therefore, studying the regional synergistic development of Guangdong, Hong Kong and Macao National Games and mass sports events in Guangdong Province is of great strategic significance for promoting the comprehensive development of sports and economy and society in Guangdong, Hong Kong and Macao Greater Bay Area.

2. Literature Review

2.1. Research Status

Scholars at home and abroad have conducted extensive research on the relationship between mass sports events and regional development, and have achieved rich results. At the international level, research has mostly focused on the enhancement of city branding by sports events (Takata Kosuke et al., 2024), economic and social impacts (Nordhagen Svein Erik et al., 2024), and the relationship between sports events and urban renewal (Yamashita Rei et al., 2024). Domestic scholars, on the other hand, have paid more attention to the role of sports events in promoting the local economy (Yuan Jun et al., 2024), the synergistic development of sports tourism (Cheng Zi, 2024), and the shaping of the city's image by sports events (Liu Jin, 2024). Especially for the Guangdong-Hong Kong-Macao Greater Bay Area, research has begun to focus on the regional synergistic effect of sports events (Deng Xinghua et al., 2024), the development trend of integration in the sports industry (Chen Yunfei et al., 2022), and the role of sports events in promoting regional integration (Sun Ming et al., 2021).

The study of sports synergistic development in Guangdong, Hong Kong and Macao Greater Bay Area shows that the region already has a certain sports industry foundation and branded event resources, but it also faces challenges such as homogenization of sports products and unbalanced regional development (Chen Yunfei et al., 2022). In addition, practical cases of regional synergistic development in sports, such as the Yangtze River Delta Sports Festival and the integrated development of the sports industry in Guangdong, Hong Kong and Macao Bay Area, provide empirical support for theoretical research (Chen Chunping, Li Chengzi, Zhai Feng, 2023).

2.2. Literature Review

Although existing literature has explored the relationship between large-scale sports events and regional development from multiple perspectives, there are still some research gaps and shortcomings. First, there are relatively few studies on the synergistic development of the Guangdong-Hong Kong-Macao Universiade and mass sports events in Guangdong Province, especially insufficient studies on the impact of the Universiade on mass sports events in Guangdong Province and its intrinsic mechanism from the perspective of regional synergy. Secondly, most of the existing studies focus on the economic impact of the events, while there are relatively few studies on the role of sports events in promoting the social and cultural development of the region and enhancing the international influence of the region. In addition, there is not enough in-depth discussion on the specific strategies and implementation paths for the synergistic development of sports events in the Guangdong-Hong Kong-Macao Greater Bay Area.

The full necessity of this dissertation's research lies in the fact that the Guangdong, Hong Kong and Macao National Games, as a major sports event, has an important impact on the regional synergistic development of mass sports events in Guangdong Province. Through in-depth analysis of the interaction between Guangdong, Hong Kong and Macao National Games and mass sports events in Guangdong Province, it can provide theoretical support and practical guidance for the prosperity of sports and economic and social progress in Guangdong, Hong

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Kong and Macao Greater Bay Area. Meanwhile, this study will fill the gaps in the existing literature and provide new perspectives and research paths for subsequent related studies.

3. Guangdong, Hong Kong and Macao National Games and the Current Situation of Mass Sports Events in Guangdong Province

3.1. Preparation for the National Games in Guangdong, Hong Kong and Macao and its Potential Impact on Regional Sports Development

As a major sports event jointly organized by Guangdong, Hong Kong and Macao, the preparations for the 15th National Games (hereinafter referred to as the "15th National Games") have attracted much attention. The Games will not only be the first national games to be hosted by Hong Kong and Macao, but also the largest, highest level and most influential comprehensive games in China. The organization of this event will have far-reaching implications for serving the national strategy of the Guangdong-Hong Kong-Macao Greater Bay Area, enriching the practice of "One Country, Two Systems" and promoting exchanges and communication among the three places.

In terms of preparation, there are 34 major sports events and 401 minor sports for the Games, and 23 major sports and 166 minor sports for the mass events. It is expected that 15 cities and municipalities in Guangdong, as well as Hong Kong and Macao, will host the Games. The renovation and construction of the venues in Guangdong is progressing in an orderly manner, and it is planned that most of the renovation and construction of the venues will be completed by the end of 2024, and all of them will be completed in March 2025. In addition, the preparatory work for the XV Games also includes the formulation of customs clearance policies and guidelines for the clearance of event-related personnel and materials to ensure the smooth running of the event.

The organization of the XV Games is expected to have a positive impact on regional sports development. First, it will promote the development of sports in the Guangdong-Hong Kong-Macao Greater Bay Area and enhance the international influence of regional sports. Secondly, through the organization of the event, it can promote the integrated development of culture, sports, tourism and business, expand the consumption of sports, leisure and cultural tourism, attract Mainland, Hong Kong and Macao citizens to "go in both directions" and "consume across the city", and help the transformation and upgrading of industries. In addition, the 15 Games will also explore the "one thing, three places, one policy, three places, one rule, three places" in the sports reform and innovation of pragmatic initiatives, to promote the efficient and convenient flow of people, materials, capital and information flow, for the integration process of the Greater Bay Area to explore the path and accumulate experience.

3.2. Development Status and Problems of Mass Sports Events in Guangdong Province

Guangdong Province is rich in mass sports events. In 2023, more than 4,500 mass sports events were held, with more than 150,000 matches and more than 1.9 million participants. The abundance of events and activities is attributed to the continuous improvement of venues and facilities. 19 sports parks were built in the province in 2023, promoting the construction of a number of small stadiums. Guangdong realized the total scale of the sports industry exceeded 730 billion yuan, with a growth rate of about 13%, and the added value exceeded 230 billion yuan, with a growth rate of about 9%, and the sales volume of sports lottery maintained the leading position, with the annual sales of sports lottery tickets of 38.906 billion yuan, a year-on-year increase of 44.24%, and raising 9.156 billion yuan of public welfare, ranking first in the country in terms of sales volume and amount of public welfare raised.

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Despite the remarkable achievements, the development of mass sports events in Guangdong Province still faces some challenges. For example, there is a need to further optimize the allocation of sports resources, enhance scientific fitness guidance services, and build a network system of provincial, municipal, county and town sports social organizations. In addition, there is a need to increase the supply of grassroots events and consolidate the governance and service capacity of sports social organizations in order to meet the growing sports demand of the people. Through the implementation of the "five major projects", Guangdong Sports will deeply implement the mass sports promotion project, enhance the level of public services for national fitness, strengthen the foundation of urban and rural sports venues and facilities, build the brand of "one million" series of events, and increase the supply of grass-roots events and activities.

4. Objectives and Strategies for Promoting Regional Synergy in Guangdong, Hong Kong and Macao National Games

4.1. Regional Synergy and Institutional Integration

The organization of the Guangdong-Hong Kong-Macao National Games provides an important opportunity for institutional integration and regional synergy in the Guangdong-Hong Kong-Macao Greater Bay Area. Through the joint organization of the Games, the interaction, exchange and integration among the three places have been further deepened, promoting the efficient and convenient flow of people, materials, capital and information. Gao Chao, Director of the Publicity Department of the State General Administration of Sports, mentioned that through the regularized liaison mechanism at four levels, namely "Liaison Meeting - Chief Liaison Officer - Liaison Officer - Joint Working Group", a mature and efficient liaison platform has been set up to ensure that the preparatory work is carried forward smoothly. The value of this cooperative mechanism will be carried forward to the post-event period and other areas to promote the organic integration of the Guangdong-Hong Kong-Macao Greater Bay Area.

4.2. Organizational Capacity and Event Level

The joint hosting of the Games by Guangdong, Hong Kong and Macao is an important strategy for the synergistic development of the Guangdong, Hong Kong and Macao Greater Bay Area. It will form a high-level event organizing team and league system integrating the state-run system and the market mechanism, which will fully reflect the level of large-scale event organization in the Guangdong, Hong Kong and Macao Greater Bay Area. The successful experience of various large-scale comprehensive events can provide forward-looking planning for the organization and operation of the Games, the utilization of venues and the legacy of the events. The great effectiveness of the national sports system will promote the integration of Hong Kong and Macao sports into the national sports development trend, and give full play to the advantages of the Guangdong Provincial Government's sports system to provide strong support for Guangdong, Hong Kong and Macao to jointly host the Games.

4.3. Publicity, Mobilization and Legacy Value

The joint hosting of the Games by Guangdong, Hong Kong and Macao will play an important role in enhancing the image and influence of the Guangdong-Hong Kong-Macao Greater Bay Area, preserving the cultural heritage of the events in the Guangdong-Hong Kong-Macao Greater Bay Area, and reinforcing the accumulation of humanities and history in Guangdong, Hong Kong and Macao. On the one hand, by jointly hosting the Games, Guangdong, Hong Kong and Macao have demonstrated their confidence in the road, theory, system and culture of socialism with Chinese characteristics, as well as the achievements in sports and economic and social development of the Guangdong, Hong Kong and Macao Greater Bay Area.

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4.4. Venue Facilities and Operation Mode

The holding of the Guangdong-Hong Kong-Macao National Games will promote the comprehensive sorting out of sports venues and spaces in the cities of the Guangdong-Hong Kong-Macao Greater Bay Area, and realize the complementary resources of Guangdong, Hong Kong and Macao. Through the National Games, which is an important event activity to promote the integration of resources among the cities in the Guangdong, Hong Kong and Macao Greater Bay Area, the selection of city events should be tailored to the local conditions, and on the basis of giving full consideration to the city's natural resources, cultural traditions, urban positioning and advantageous sports programs, the city should select sports events that match its own city image. In addition, the holding of the Games will also promote the construction of a multi-level event system, diversified integration mechanisms and diversified operation modes in the Guangdong, Hong Kong and Macao Greater Bay Area. Uniform technical standards for competition organization, competition equipment and venue services will be formulated according to the level of the event, the scale of the event and the occupation of the public resources of the event, so as to solve the problems of co-construction and co-management under different systems and to promote the efficient flow of production factors.

5. Guangdong, Hong Kong and Macao National Games and the Construction of a Regional Sports Cooperation Ecosystem

5.1. Cross-sectoral Cooperation

The holding of the Guangdong, Hong Kong and Macao National Games is not only an event for the sports sector, but also an important opportunity to promote cross-sectoral cooperation and realize cross-boundary integration of sports with tourism, culture, healthcare and other sectors. Through the platform of the Games, resources from various parties can be integrated to achieve resource sharing and complementarity. For example, the organization of the Games can cooperate with the tourism sector to develop sports tourism products and attract more tourists to experience the sports culture and natural scenery of the Greater Bay Area. Meanwhile, the cultural sector can showcase the cultural characteristics of Lingnan through the Games and enhance the cultural appeal of the event. The healthcare sector can take the opportunity to promote healthy lifestyles and enhance public health awareness and participation.

5.2. Cross-regional Cooperation

The organization of the Guangdong, Hong Kong and Macao National Games has provided strong support for the construction of a regional sports cooperation ecosystem. In terms of the sports event platform, the Games will become an important link connecting Guangdong, Hong Kong and Macao, promoting the integration and development of sports events in the three regions through innovative competition organization and rational design of competition routes. In terms of the talent cultivation platform, the Games can serve as an important channel for selecting and cultivating outstanding sports talents, providing more opportunities for the growth and development of sports talents in the three places. The construction of the national fitness platform can stimulate the enthusiasm of the masses to participate in sports activities through the Games and promote the in-depth development of the national fitness movement. The establishment of an information service platform can rely on big data and information technology to provide efficient information support and services for sports events.

5.3. Cross-body Cooperation

The hosting of the Guangdong, Hong Kong and Macao National Games requires the joint participation and cooperation of multiple subjects such as the government, enterprises and social organizations. Through event co-organization, resources of all parties can be integrated

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to improve the organization efficiency and influence of the event. Sharing of activities, on the other hand, can promote the exchange and integration of sports culture among the three places and enhance the cohesion of sports culture in the Greater Bay Area. Training and exchange is an important way to enhance the quality and capability of sports professionals. By organizing various types of training and exchange activities, mutual learning and cooperation among sports talents of the three places can be strengthened, and the overall level of sports services can be upgraded. In addition, the launch of the Market Development Program aims at effectively integrating and developing the resources of the Games and non-Games, providing a platform for Chinese and foreign enterprises to showcase their image and enhance their brand value, and injecting new vitality into the integrated development of the sports industry in Guangdong, Hong Kong and Macao Greater Bay Area. Through these inter-agency cooperation, market players can be activated to realize the construction of a sports cooperation system and promote the overall development of sports in the Guangdong-Hong Kong-Macao Greater Bay Area.

6. Guangdong, Hong Kong and Macao National Games and the Linked Development of Cities

6.1. Resource Complementarity and Resource Integration

The hosting of the Guangdong-Hong Kong-Macao National Games provides an excellent platform for Guangdong, Hong Kong and Macao to achieve resource complementarity and resource integration, and to promote linked city development. First of all, the three places have their own advantages in terms of sports resources: Hong Kong has international experience in organizing sports events, Macao has unique cultural and tourism resources, while Guangdong has a huge sports market and more comprehensive sports facilities. Through the platform of the Games, the three places can share resources and complement each other's strengths, and jointly enhance the overall competitiveness of regional sports events.

In terms of resource integration, during the preparation and holding of the Games, the three places can jointly plan and build stadiums, transportation facilities and other infrastructure to achieve efficient use of resources. For example, the construction of stadiums for the Games can take into account post-game utilization, transforming them into sports activity centers for the public or venues for cultural activities, and enhancing the social and economic benefits of the venues. At the same time, the three places can jointly develop sports tourism products, create sports tourism routes, attract domestic and foreign tourists, and promote the integrated development of sports and tourism.

6.2. Specialized Division of Labour

The holding of the Guangdong, Hong Kong and Macao National Games requires the cities to work on the specialized division of labor and collaboration in order to enhance the scientific and rationality of the selection of city events. Each city should choose the events suitable for itself according to its own resource endowment and industrial characteristics to form a specialized division of labor. For example, Guangzhou can rely on its sports industry foundation to undertake more international events; Shenzhen can take advantage of its science and technology innovation to develop e-sports and other emerging sports projects; Zhuhai can rely on its marine resources to develop marine sports projects.

Specialized division of labor is also reflected in the event preparation and operation process. Each city can undertake different preparation and operation tasks according to its own advantages, such as event organization, safety and security, media publicity, etc., to form an efficient working mechanism. In addition, communication and coordination among cities should be strengthened and a regularized cooperation mechanism should be established to ensure the smooth progress of the preparation and operation of the event.

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Through specialized division of work and collaboration, not only can the efficiency of event preparation and operation be improved, but also the complementarity of strengths among cities can be promoted, resources can be shared, and the synergistic development of sports in Guangdong, Hong Kong and Macao Greater Bay Area can be promoted. The successful hosting of the Guangdong-Hong Kong-Macao National Games will provide valuable practical experience for the specialized division of work and collaboration among the cities in the Guangdong-Hong Kong-Macao Greater Bay Area, and provide reference and reference for the hosting of regional sports events in the future.

7. Conclusion and Recommendations

7.1. Research Conclusion

1) The organization of the Guangdong, Hong Kong and Macao National Games is of great significance in promoting the regional synergistic development of mass sports events in Guangdong Province. It can not only enhance the international influence of sports in the Guangdong, Hong Kong and Macao Greater Bay Area, but also promote the integrated development of culture, sports, tourism and business, expand consumption of sports and leisure and cultural tourism, and help industrial transformation and upgrading.

2) During the preparation and holding of the Guangdong, Hong Kong and Macao National Games, the three places have demonstrated positive synergies in terms of institutional integration, organizational capacity, event level, publicity and mobilization, and legacy value, which has provided new impetus and direction for regional sports cooperation.

3) The organization of the Guangdong, Hong Kong and Macao National Games has promoted cross-sectoral, cross-regional and cross-body cooperation, provided a practical basis for building a regional sports cooperation ecosystem, and promoted the construction of four major platforms: sports events, talent cultivation, fitness for all and information services.

4) The hosting of the All-China Games in Guangdong, Hong Kong and Macao has strengthened the specialized division of labor and collaboration among cities, enhanced the scientific and rational nature of the selection of city events, and provided new ideas and models for the linked development of cities.

7.2. Policy Recommendations

1) Strengthen top-level design: It is recommended that the governments of Guangdong, Hong Kong and Macao should strengthen top-level design, formulate long-term planning and policies for regional collaborative development, and clarify the responsibilities and cooperation mechanisms of all parties to ensure the smooth preparation and organization of the Games.

2) Optimize the allocation of resources: It is recommended that the governments and relevant departments of the three places optimize the allocation of sports resources, share resources and complement each other's strengths, improve the efficiency of resource utilization, and promote the common construction and sharing of sports facilities.

3) Promoting industrial integration: It is suggested that through policy guidance and market mechanism, the in-depth integration of sports with tourism, culture, medical and healthcare industries should be promoted, diversified sports products and services should be developed, and the added value of sports industry should be enhanced.

4) Strengthening talent cultivation and exchange: It is suggested to establish a platform for cultivating and exchanging sports talents in Guangdong, Hong Kong and Macao, promote the mobility and cooperation of sports talents in the three places, and enhance the overall quality and competitiveness of regional sports talents.

5) Innovative event organization mode: It is suggested to innovate the event organization mode and encourage social forces to participate in the holding of sports events, so as to form a

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diversified pattern of organizing events with the participation of the government, enterprises, social organizations and other parties.

6) Strengthening the construction of information service platform: It is suggested to strengthen the construction of sports information service platform and utilize modern information technology such as big data and cloud computing to provide efficient information support and services for sports events.

7) Promoting the development of regional brand events: It is proposed to cultivate and build regional brand events with international influence, and to enhance the international popularity and attractiveness of sports events in the Guangdong, Hong Kong and Macao Greater Bay Area.

8) Strengthening post-event utilization and heritage protection: It is recommended that importance be attached to the post-event utilization of venues and the protection of the event heritage of the Games, so as to ensure the sustainable development of the event and leave behind a valuable sports cultural heritage for the Guangdong-Hong Kong-Macao Greater Bay Area.

Through the implementation of the above policy recommendations and strategies, the regional synergistic development of the Guangdong-Hong Kong-Macao National Games and mass sports events in Guangdong Province can be effectively promoted, and positive contributions can be made to the prosperity of sports and economic and social progress in the Guangdong-Hong Kong-Macao Greater Bay Area.

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