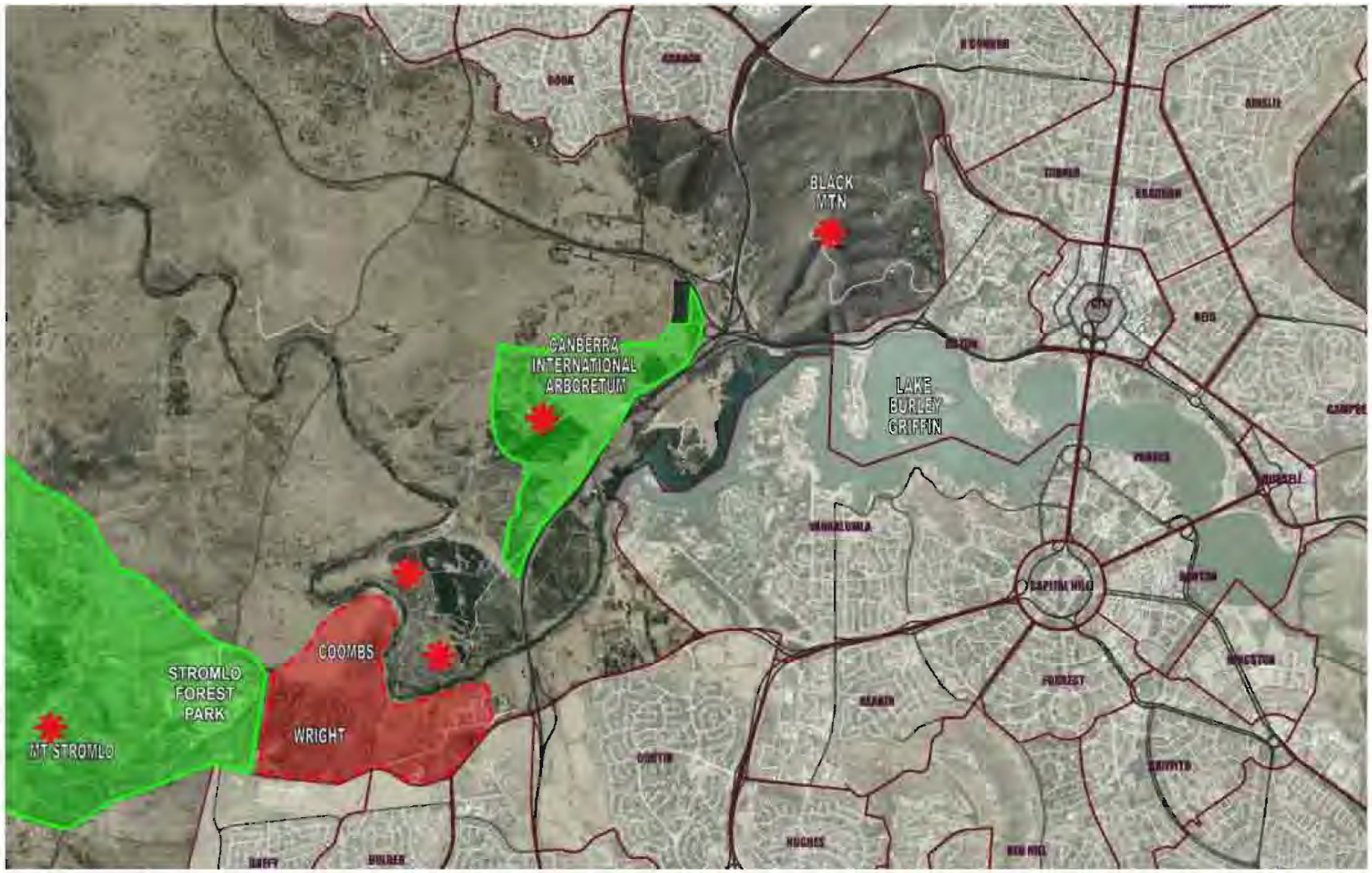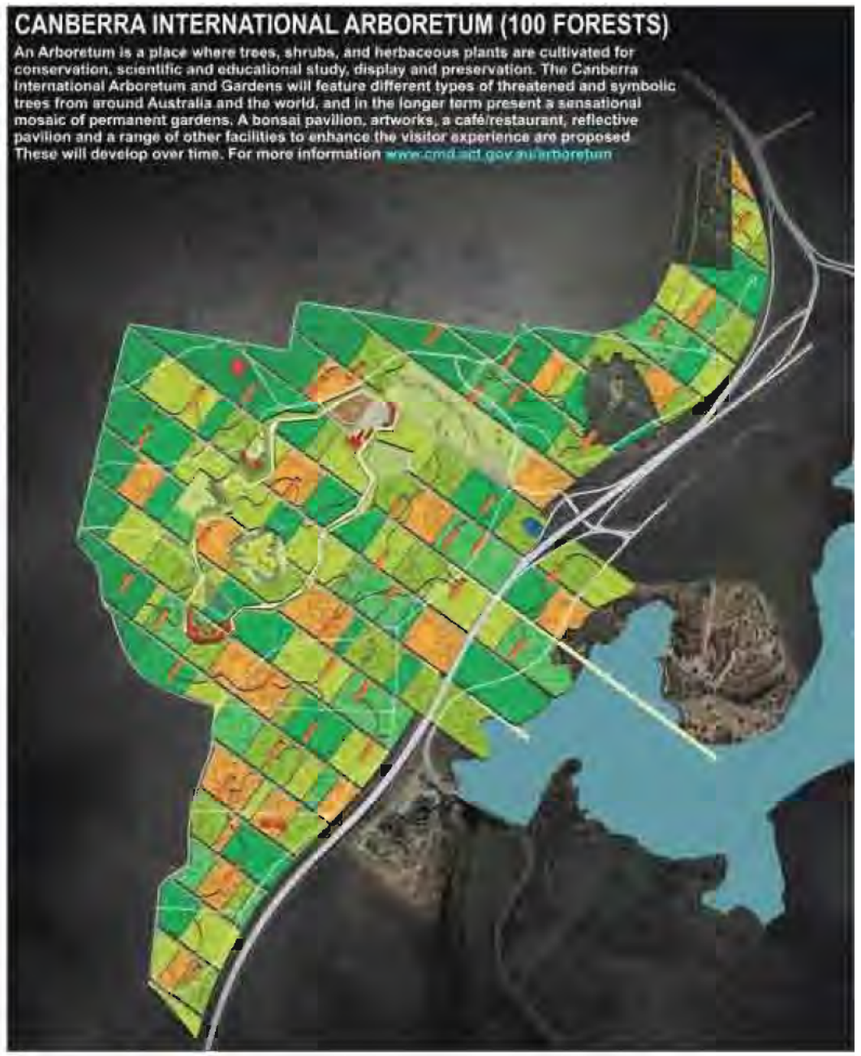REGIONAL CONTEXT