

# JAI NEWS

THE SELECTED NEWS FROM JANUARY TO JUNE



## ● CONTENTS

I. JILIN ANIMATION INSTITUTE HAS BECOME A NEW MEMBER OF THE INTERNATIONAL COUNCIL OF DESIGN (ICoD)

II. THE FOURTH PART OF "FROG KINGDOM", JOINTLY CREATED BY TEACHERS AND STUDENTS OF JILIN ANIMATION INSTITUTE HELD THE PREMIERE IN JILIN PROVINCE

III. JILIN · HONG KONG · MACAO YOUTH FESTIVAL HELD IN CHANGCHUN

IV. THE 6TH "24H COMIC MARATHON" OF THE 7TH EDITION OF FETE DES BULLES (CHANGCHUN) OPENED IN JAI TODAY

V. JILIN PROVINCIAL UNIVERSITY INNOVATION AND ENTREPRENEURSHIP (CULTURAL AND CREATIVE) ALLIANCE LAUNCH CONFERENCE HELD AT JILIN ANIMATION INSTITUTE

VI. "THE THIRD INTERNATIONAL DIGITAL MARKETING AND CREATIVE ADVERTISING FORUM AND DIGITAL MARKETING AND CREATIVE ADVERTISING CONTEST" WAS HELD IN JILIN ANIMATION INSTITUTE

VII. PROFESSOR STANISLAV SEMERDJIEV, EXECUTIVE DIRECTOR OF CILECT VISITED JILIN ANIMATION INSTITUTE FOR INVESTIGATION AND EVALUATION

VIII. TWO PROJECTS OF JILIN ANIMATION INSTITUTE WERE FUNDED BY THE NATIONAL ART FUND IN 2023

IX. 2023 YOUTH ENTREPRENEURSHIP MARKET AND ANIMATION CARNIVAL IS COMING

X. PROMOTE COOPERATION AND ENHANCE EXCHANGES - THE DELEGATION FROM FACULTY OF HUMANITIES AND ARTS, MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY

XI. WORKING TOGETHER, PROMOTING COOPERATION - CITY UNIVERSITY OF MACAU VISITED JILIN ANIMATION INSTITUTE

XII. GOOD NEWS: FOUR ACHIEVEMENTS OF JILIN ANIMATION INSTITUTE HAS WON JILIN PROVINCE TEACHING ACHIEVEMENTS AWARD

XIII. PROFESSOR STANISLAV SEMERDJIEV GAVE A LECTURE ON THE THEME OF "AUDIOVISUAL EDUCATION MODELS IN THE 21ST CENTURY" TO JAI'S STUDENTS AND TEACHERS

XIV. AKEO MUSIC CO.,LTD. VISITED JILIN ANIMATION INSTITUTE

XV. THE 2023 EAST ASIAN COMIC STORY SEMINAR ENDED SUCCESSFULLY

## JILIN ANIMATION INSTITUTE HAS BECOME A NEW MEMBER OF THE INTERNATIONAL COUNCIL OF DESIGN (ICoD)

Recently, the International Council of Design (ICoD) officially issued a notice that Jilin Animation Institute has become its member.

### china

Beijing Design Week **Promotional**

Beijing Institute of Fashion Technology **Educational**

Beijing Institute of Technology **Educational**

Central Academy of Fine Arts of China (CAFA) **Educational**

Guangzhou Academy of Fine Arts **Educational**

Hillbrand **Promotional**

Jilin Animation Institute **Educational**

The International Council of Design (ICoD), known as the "United Nations of design", has more than 200 universities and design organizations in the world and other member units, is the world's most influential international design organization. The organization aims to promote quality design, uphold the meaning of design, and promote creative leadership. Royal Melbourne Institute of Technology in Australia, Emily Carr University in Canada, Musashino Art University in Japan, Nanyang Technological University in Singapore, Central Saint Martins College of Art and Design in London and other internationally renowned universities are members of the organization.

**designers unite! make design visible!**

Becoming a member of International Council of Design (ICoD) will provide more international high-quality design resources and new ideas and innovative perspectives for the design fields of Jilin Animation Institute, and will bring broader development space for the future design field of JAI. ([More Information](#))





## THE FOURT PART OF "FROG KINGDOM", JOINTLY CREATED BY TEACHERS AND STUDENTS OF JILIN ANIMATION INSTITUTE HELD THE PREMIERE IN JILIN PROVINCE



On the evening of March 26, jointly created by teachers and students in Jilin Animation Institute (JAI), Jilin JAI Vixo Pictures Co., LTD., JAI and Jilin JAI Cultural Arts Group Co.LTD. jointly produced a series of 3D animation films The Frog Kingdom, the fourth part-*The Frog Kingdom: The Fantasy Queen* Jilin Province premiere ceremony was held in the Culture and Arts Center of JAI.

Zhang Zhiwei, Deputy Director of the Propaganda Department of the Provincial Party Committee, Chen Yaohui, Secretary and Chairman of the Provincial Federation of Literary and Art Circles, Lu Lianda, President of the Provincial Higher Education Association and former Director of the Provincial Department of Education, Liu Xuejun, Deputy Secretary of the Provincial Education Work Committee and Deputy Director of the Provincial Department of Education, Wang Shaojun, the Second-level Inspector of Provincial Department of Culture and Tourism, Wang Fuan, the Deputy General Manager of Wuzhou Film Distribution Co., Ltd. and other leaders attended the premiere ceremony, and together with Zheng

Liguo, Chairman and President of JAI, Song Jiangbo, the Chief Director of the film, and Jin Zhiwen, a famous singer go on stage and press the movie premiere launch screen. Wang Shaojun and Liu Xuejun delivered speeches. Zheng Liguo delivered a welcome speech.

The Frog Kingdom: The Fantasy Queen was released simultaneously across the country on April 1st. The gripping storyline, the grand narrative scene and the sublimation of the world outlook full of positive energy will present a different visual experience to the children and their parents. ([More Information](#))

## JILIN · HONG KONG · MACAO YOUTH FESTIVAL HELD IN CHANGCHUN



The Jilin · Hong Kong · Macao Youth Festival jointly host-ed by the Jilin Provincial Hong Kong and Macao Affairs Office, the Office of the Government of Hong Kong Special Administrative Region in Beijing, and the Office of the Government of Macao Special Administrative region in Beijing was officially opened a few days ago, and organized by Jilin Animation Institute (JAI), Jilin Sport University, Jilin Univeisity of Arts, Jilin University, Northeast Normal University and other universities in Jilin Province.



The purpose of the activity is to promote the deep integration of our province into Guangdong-Hong Kong-Macao Greater Bay Area's strategy, further enhance the national identity and Jilin feelings of young people in Hong Kong and Macao, and consolidate the friendship and extensive exchanges among young people in Jilin, Hong Kong and Macao. The activity contents are rich and colorful, including Youth Entrepreneurship Fair, Animation Carnival, Sports Performance, Sports Salon and Jilin · Hong Kong · Macao Youth Innovation and Entrepreneurship Development Forum, visiting China FAW Group Cooperation, Jilin · Hong Kong · Macao Youth Fellowship Gala and so on. ([More Information](#))

## THE 6TH "24H COMIC MARATHON" OF THE 7TH EDITION OF FETE DES BULLES (CHANGCHUN) OPENED IN JAI TODAY

On the morning of May 29, the 6th "24H Comic Marathon" of The 7th Edition of Fete des Bulles (Changchun) kicked off at Jilin Animation Institute (JAI). Teachers and students from 8 international and domestic colleges and universities gathered together to participate in this high-standard, international and professional international comic event. Mme Charlène Mwepu-Bros, attachée de coopération au sein du Consulat général de France à Shenyang delivered a speech. Li Jianhua, Deputy Director of Jilin Foreign Affairs Office, Zheng Ligu, Chairman and President of JAI, attended the opening ceremony. Yue Wu, Secretary of the Party Committee and Supervisor of JAI delivered a welcome speech. Liu Zhenhua, Executive Vice President of JAI hosted the event.

The Fete des Bulles has been held in China since 2016 and has been successfully held for seven times so far. With the continuous development of the activities, Sino-French culture and art have been deeply exchanged, and the ideas of

cartoonists of the two countries have collided with each other. The Fete des Bulles, an international exchange platform, has become an important link for Sino-French cultural exchanges and co-construction.

Through this themed, diversified and internationalized comic event, it not only can deepen exchanges and cooperation, share creative concepts, and lead the artistic trend of thought, but also reflect the current development trend of international comics and bring more and more Chinese comics to the world and shine brightly. ([More Information](#))

## UNIVERSITY INNOVATION AND ENTREPRENEURSHIP (CULTURAL AND CREATIVE) ALLIANCE LAUNCH CONFERENCE HELD AT JAI



On June 10, Jilin Provincial University Innovation and Entrepreneurship (Cultural and Creative) Alliance Launch Conference with the theme of "New Culture of the Era, Creating and Winning the Future" was held in Jilin Animation Institute. Zhang Hongbin, Secretary of the Party Group of the Education Department of Jilin Province, Director, Deputy Secretary of the Education and Work Committee. Xu Shibin, First-level Inspector of Education Department of Jilin Province. Li Yanbing, President of Jilin University Student Employment and Entrepreneurship Association. Song Xiaohui, Jilin Province Industry and Information Technology Department Member of the Party, Deputy Director, the Director of Provincial Small and Medium-sized Enterprise Development Bureau. Dong Yazhi, Deputy Secretary of Jilin Provincial Committee of Communist Youth League. Song Yong, Second-level Inspector of Culture and Tourism Department of Jilin Province. Tao Limin, Chief Economist of Commerce Department of Jilin Province. Wang Shuguo, Deputy Director of Employment





Service Bureau of Jilin Province, and other relevant provincial leaders. Ai Cheng, Host, “iAsk” Founder, National March 8 Red Flag Bearer. Zeng Guangming, Senior Consultant of Western Media of Shanxi Investment Group, and other guest experts. Representatives of teachers and students from 59 universities in Jilin province, including Jilin University, Northeast Normal University and Changchun University of Science and Technology. Some representatives of cultural enterprises and social organizations. 1,000 journalists from more than 10 mainstream media, including People’s Daily, Xinhua News Agency and CCTV, witnessed this historic moment. ([More Information](#))



## "THE THIRD INTERNATIONAL DIGITAL MARKETING AND CREATIVE ADVERTISING FORUM AND DIGITAL MARKETING AND CREATIVE ADVERTISING CONTEST" WAS HELD IN JILIN ANIMATION INSTITUTE

On April 3rd, "The Third International Digital Marketing and Creative Advertising Forum and Digital Marketing and Creative Advertising Contest" was held in the Culture and Art Center of Jilin Animation Institute. The forum was hosted by Zhao Yuan, dean of School of Creative Industry. Invited leaders, guests, experts and scholars, as well as nearly 1,000 teachers and students of JAI attended the opening ceremony.



Seven well-known experts and scholars in the industry, including Member of Steering Committee for Professional Teaching of Journalism and Communication of the Ministry of Education, Professor of School of Humanities and Communication, Shanghai Normal University, Director of Expert Advisory Committee of China Advertising Association, Doctoral supervisor, Jin Dinghai, and Director of Advertising Research Institute of Capital University of Economics and Business, Ten thousand excellent innovation and entrepreneurship supervisors of the Ministry of Education, Master supervisor, Yang Tongqing had full exchanges and in-depth discussions around the theme of "Digital + Culture Empower New Business Style".

This forum was guided by Jilin Advertising Association and Media Association of Jilin Province, co-sponsored by Animation, Comics and Games Professional Committee of China Cultural Chamber of Commerce of the Private Sector and Jilin Animation Institute, and organized by School of Creative Industry, JAI. Liu Li, president of Jilin Advertising Association delivered a speech and Liu Xin, vice president of JAI gave a welcome speech. Nearly 1000 teachers and students of JAI listened to this high-profile and high-quality empowering discourse. ([More Information](#))



## PROFESSOR STANISLAV SEMERDJIEV, EXECUTIVE DIRECTOR OF CILECT VISITED JILIN ANIMATION INSTITUTE FOR INVESTIGATION AND EVALUATION

From May 8th to 9th, Professor Stanislav Semerdjiev, Executive Director of CILECT visited Jilin Animation Institute for investigation and evaluation of our application to join CILECT. In a two-day period, Professor Stanislav Semerdjiev held a discussion with school leaders, teachers, students, alumnus, industry partners, etc., and conducted a comprehensive evaluation of JAI.

At the meeting with industry partners, Professor Stanislav Semerdjiev had in-depth exchanges with representatives of Beijing ByteDance Network Technology Co., Ltd., Guangdong Alpha Animation and Culture Co., Ltd., Chengdu L Square Culture Communication Co., Ltd., Perfect World Holding Group Co., Ltd., Mihayou Co., Ltd., and other companies on graduates' situation and ability. The interviewed industry companies gave objective and fair evaluations to the graduates and talent cultivation models of JAI.



During the meeting with Professor Stanislav Semerdjiev, the President Zheng Liguó expressed that there will be a special platform open to students at home and abroad after the completion of Shuangyang Campus. Welcome member units of CILECT, teachers and students from Bulgarian National Academy of Theatre and Film Arts to JAI for research or work creation.



Professor Stanislav Semerdjiev stated that through two days of on-the-spot investigation: I think JAI has unique school philosophy and mode, which is a very distinctive school. The works of school teachers and students have rich expressive power, presenting multi-level rich connotations and profound ideas. JAI is a school that integrates majors such as film and television, animation, and games. We need such special member units to join CILECT. The Executive

Vice President Liu Zhenhua and Vice President Wang Chunli respectively participated in the relevant evaluation process. Meanwhile, representatives of the school's faculty, students, alumnus, and industry partners participated in this evaluation. ([More Information](#))



## TWO PROJECTS OF JILIN ANIMATION INSTITUTE WERE FUNDED BY THE NATIONAL ART FUND IN 2023

Recently, the list of 2023 annual projects funded by the National Art Fund (General Project) announced that the two projects of "Talent Training for Children's Animation Stage Play Screenwriter" and "Talent Training for Chinese Ink Animation Art Design" applied by JAI were successfully approved.

The project of "Talent Training for Chinese Ink Animation Art Design" was a training project organized and implemented by Jilin Animation Institute, including its affiliated Animation Research Institute and the Inheritance Base of Excellent Traditional Chinese Animation Culture. This training project aimed to enhance the responsibility and mission of Chinese Ink Animation Art Design talents, inherit and carry forward Chinese Ink Animation Art, cultivate more Ink Animation Art Design talents, and make contributions to the realization of the creative transformation and innovative development of Chinese excellent traditional culture.

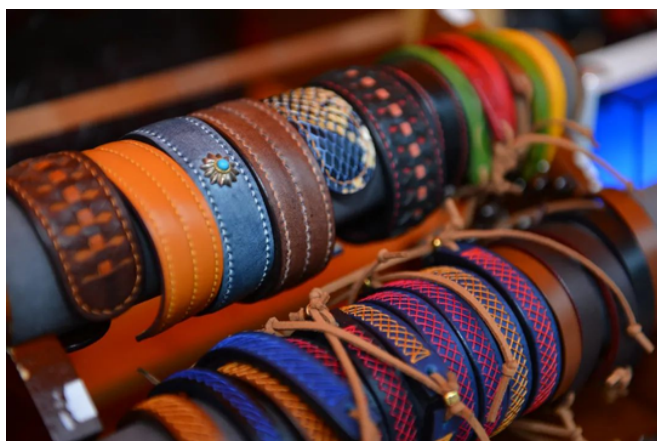
According to the comrade in charge of the university's scientific research department, among the 18 projects in Jilin Province that received funding from the National Art Fund in 2023, JAI accounted for 2 projects, accounting for 11%; Among the 4 approved projects in "Art Talent Training Project", JAI had 2 projects, accounting for half of the country's total; This was the most approved project supported by the National Art Fund in JAI's history. ([More Information](#))



## 2023 YOUTH ENTREPRENEURSHIP MARKET AND ANIMATION CARNIVAL IS COMING



On June 10, 2023 Youth Entrepreneurship Market and Animation Carnival kicked off at Jilin Animation Institute. Entrepreneurship Market was a characteristic brand event of innovation and entrepreneurship created by JAI. Meanwhile, it was the epitome of the four core cultures of “Innovation, Creativity, Excellence and Entrepreneurship”, which was a large-scale entrepreneurship design exhibition aimed at students’ creative power. This activity aimed to transform students’ professional skills into actual commodities, enhance students’ creativity and imagination. Furthermore, it could promote the construction of an innovative and entrepreneurial education system with “JAI Characteristics”, help the high-quality development of Jilin Province University Innovation and Entrepreneurship (Cultural and Creative) Alliance, led the development of the cultural industry and embodied the innovative and entrepreneurial education concept and characteristics of “Combination of professional education, innovation and entrepreneurship education”.



In the future, JAI will make effort to build a national-level innovation and entrepreneurship university, and cultivate more outstanding high-end talents in the cultural and creative industry for the country and the local area. Creating a new pattern for the development of cultural and creative industries in Jilin Province, setting up a stage for innovation and entrepreneurship students in Jilin Province, and contributing to the high-quality development of cultural and creative industries in Jilin Province! ([More Information](#))

## PROMOTE COOPERATION AND ENHANCE EXCHANGES—THE DELEGATION FROM FACULTY OF HUMANITIES AND ARTS, MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



On June 8, 2023, Zhang Zhiqing, Dean of the School of Humanities and Arts of Macau University of Science and Technology, and Zhang Linming, Assistant Dean of the Film School of Macau University of Science and Technology, visited JAI. Zheng Liguang, Chairman and President of Jilin Animation Institute, Liu Xin, Vice Chairman of Jilin Animation Institute, Huai Yongjian, Vice President, Liu Junyi, Dean of school of film, and Bao Yiping, Executive Vice Director of the International Cooperation and Development Center received the guests. The visiting guests visited our school's history museum, Jilin international animation museum, and practical teaching platform. Through visiting and understanding, the guests have fully affirmed the spirit of our school motto of "self-esteem, self-discipline, innovation, and creation". Dean Zhang Zhiqing left a message for our school's teachers and

students that 'innovation is the key to entrepreneurship'. During the symposium, both parties exchanged and discussed cooperation content around teacher and student exchange projects, art creation, and joint exhibitions. In the future, the two schools will deepen cooperation, closely connect, and build an exchange platform for teachers and students of the two schools, working together to advance together. ([More Information](#))



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## WORKING TOGETHER, PROMOTING COOPERATION - CITY UNIVERSITY OF MACAU VISITED JILIN ANIMATION INSTITUTE



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On June 10, 2023, Sheng Jian, Director of the Scientific Research Management Department of City University of Macau, Xing Yalong, Curriculum Director of the School of Innovative Design of City University of Macau visited JAI. Liu Zhenhua, Executive Vice President of Jilin Animation Institute, Bao Yiping, Executive Vice Director of the International Cooperation and Development Center and other people received the guest. During the symposium, both sides

exchanged and discussed cooperation projects such as scientific research projects, master's and doctoral programs, and professional competitions. Subsequently, the visiting guests visited our school's International Animation Museum and Song Lin Museum, where they experienced the historical and cultural characteristics of mainland animation and expressed their love and appreciation for it. In the future, the two schools will have the opportunity to engage in in-depth cooperation in teacher and student exchanges, professional competitions, and other aspects, learn from each other, and work together. ([More Information](#))

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## GOOD NEWS: FOUR ACHIEVEMENTS OF JILIN ANIMATION INSTITUTE HAS WON JILIN PROVINCE TEACHING ACHIEVEMENTS AWARD

The Jilin Provincial People's Government has issued the "Decision of the Jilin Provincial People's Government on Commending the Winning Achievements of the Jilin Provincial Teaching Achievement Award" (Ji Zheng Han [2023] No. 1), and the 4 achievements of Jilin Animation Institute are respectively awarded prize at the provincial level, including: Zheng Ligu, Liu Xin etc., Building a "dual subject" integrated teaching model for art universities and leading a new practice of joint education", and the second prize: Wang Chunli Luo Jianglin etc., "Work Education"- "Learning Thinking Creativity Evaluation" Art Talent Training in Jilin Animation Institute for 20 Years of Innovation and Practice ", the third prize: Liu Xin, Zhang Jialin et al., "Construction and Practice of a Full Chain Innovation and Entrepreneurship Education System ". Xu Xin, Yan Xin, et al the "Innovation and Practice of Applied Talents Training Mode for Design Majors with Integration of Specialization, Innovation, and Education". The four achievements is a phased achievement in the school's years of deep cultivation in higher education and teaching, as well as in the integration of education, research and industry as well as innovation and entrepreneurship education. The school will take this award as an opportunity to promote the creative transformation of Chinese national culture, and promote healthy, rapid, distinctive, and connotative development on the path of building a characteristic high-level applied university. ([More Information](#))



## PROFESSOR STANISLAV SEMERDJIEV GAVE A LECTURE ON THE THEME OF“AUDIOVISUAL EDUCATION MODELS IN THE 21ST CENTURY”TO JAI’S STUDENTS AND TEACHERS



In order to deepen and expand the international level of Jilin Animation Institute and further enhance the film and television education ability and practical creativity, Professor Stanislav Semerdjiev, the Executive Director of CILECT was invited to JAI on May 9th to give a lecture entitled “Audiovisual Education Models in the 21st Century”.

The lecture aims to promote close communication and interaction between teachers and students of JAI and the expert in the field of international film and television, to build a team of teachers with international vision, innovative thinking, cross-cultural communication skills and specialized knowledge, so as to cultivate high-quality applied talents to meet the needs of the times. Nearly 200 teachers and students majoring in drama film and television director, drama film and television literature, network and new media of JAI's film and television system listened to the lecture on the spot. ([More Information](#))



## AKEO MUSIC CO.,LTD. VISITED JILIN ANIMATION INSTITUTE

On April 10th, Li Xifeng, Representative Director and Director Jin Yuanxi and Bai Guangzhi of AKEO MUSIC Co.,Ltd., Professor Piao Yongri of School of Art of Yanbian University and other guests came to visit our school, Liu Xin, Vice Chairman of Jilin Animation Institute, Jiang Ping, Director of The Board of Directors, Wang Jianhui, Vice Dean of School of Film received the visiting groups and had a discussion.

At the symposium, Liu Xin, Vice chairman of JAI, and Wang Jianhui, Vice Dean of School of Film, respectively introduced the school and the school of film to the visiting groups, and the visiting groups highly recognized the school's education mode of "Integration of Learning, Research and Production". The Representative Director, Li Xifeng introduced the situation of AKEO MUSIC Co.,Ltd. and other three companies. The two sides discussed the training of film and television talents, the establishment of expert workshops, and the joint production of film projects, and reached the intention of cooperation.



Since its establishment, JAI has been adhering to the characteristics of "Openness and International Orientation, Integration of Education, Research and Industry; Technicization of Creative Products", and is committed to providing teachers and students with an international teaching environment and practical training projects. In the future, JAI will continue to expand cooperation and exchanges with international institutions and industries, and comprehensively cultivate high-quality applied talents with global vision, entrepreneurial thinking and market-oriented consciousness. ([More Information](#))

## THE 2023 EAST ASIAN COMIC STORY SEMINAR ENDED SUCCESSFULLY



On May 30, 2023, the "2023 East Asian Comic Story Seminar" was held online, with the purpose of stimulating and enhancing the interest of comic students in story creation, and promoting the sharing of works and the exchange of creative ideas among young comic students from China, Japan and South Korea. Forty-eight teachers and students from Jilin Animation Institute, Pusan National University in South Korea, and Beppu University in Japan participated in the seminar.

The meeting was hosted by Professor Yoonkiheon, he is the professor of animation major of Design Department of Pusan National University of South Korea. Nearly 40 young comic creative talents from three schools in China, Japan and South Korea shared and exchanged their experiences and creative gains with their own comic creation works, and carried out heated discussions on creative ideas and drawing techniques, with a strong academic atmosphere. This time, Mr Chang Song, the teacher of School of Comics of JAI led 13 students to participate in the activity.

In the student work sharing session, students showed their works, shared their creative experience, and other students and tutors also commented on and guided their works. This session became the highlight of the seminar, where students learned from Teacher Chang Song from School of Comics of our school made a general comment at the meeting, and evaluated and commented on the comic works published by representatives of various countries from a professional perspective. He pointed out that comic works should not only be creative, skilled and expressive, but also have deep cultural heritage and the atmosphere of The Times in order to truly move and influence readers. The cartoon academic exchange seminar between China, Japan and South Korea not only built the exchange platform between the three countries, but also deepened the cultural exchange and cooperation between the countries. In the future, it is hoped that there will be more seminars on academic exchange of comics, so as to provide a broader exchange space and richer academic resources for cartoon creators from all countries. At the same time, we also look forward to the excellent students of our school can continuously improve their own level in such academic exchanges and cooperation, and make greater contributions to the development of Chinese comics.

The successful holding of the "2023 East Asian Comic Story Seminar" not only built a platform for multinational comic creation exchange, but also reflected the internationalization of comic creation and the normalization of the deepening exchange of comic creation talents, and successfully opened the vanguard demonstration role of multinational academic exchanges in comics. It provides a good academic idea for the academic exchange of comics between Jilin Animation Institute in China, Pusan National University in South Korea and Beppu University in Japan, and opens a new horizon for comic lovers. ([More Information](#))



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**WELCOME TO FOLLOW US!**