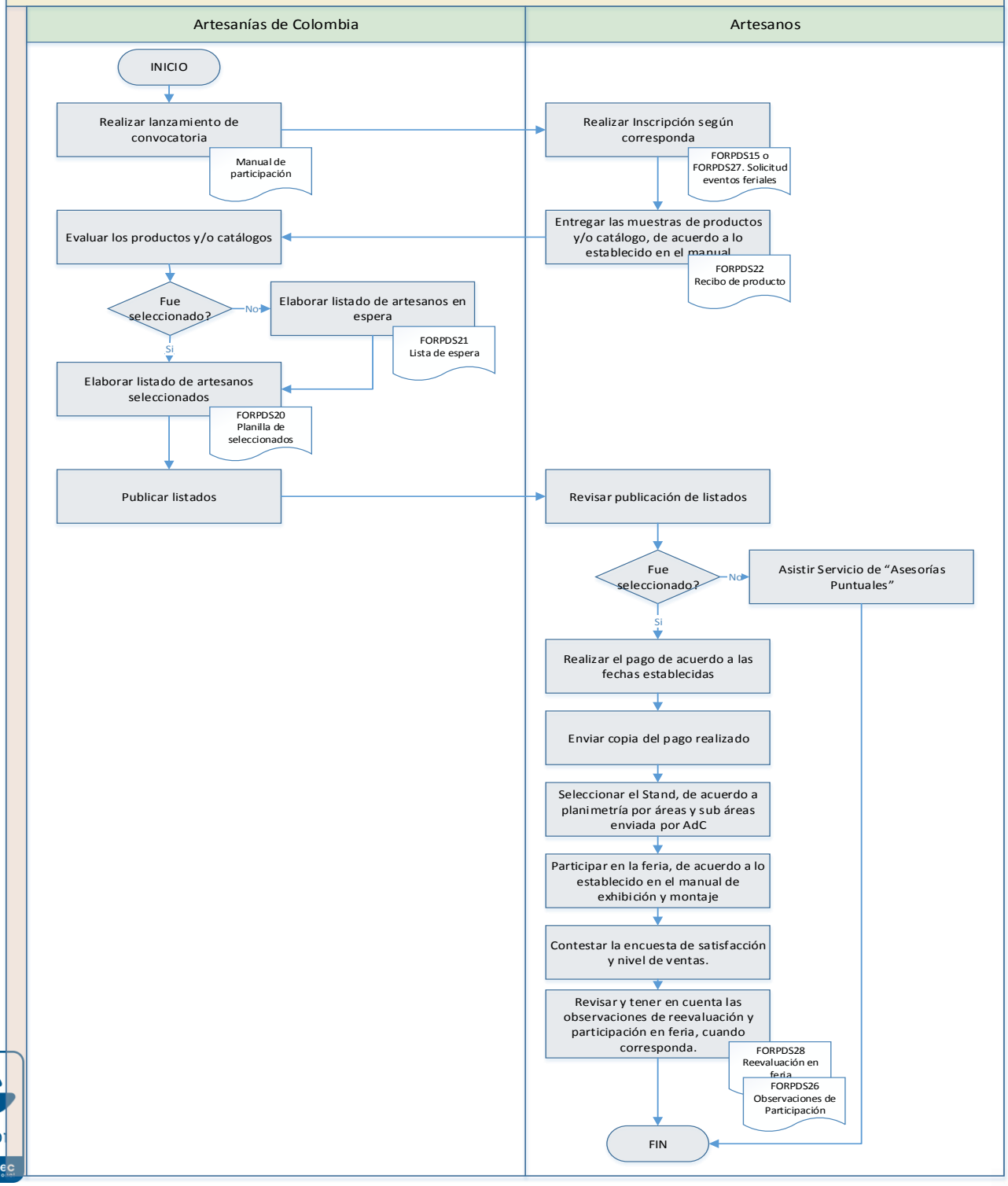Promoción y oportunidades comerciales: Ferias