



**Public Communication Report for Camelthorn Brewing Company**

**Date: Monday 11 May 2009**

**Compiled by Think Fudge Communication Consultancy CC**

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**1. MTC DESIGN FOR LIFE EXPO**

- Taking place at Windhoek's Independence Stadium on 1 – 4 October 2009.

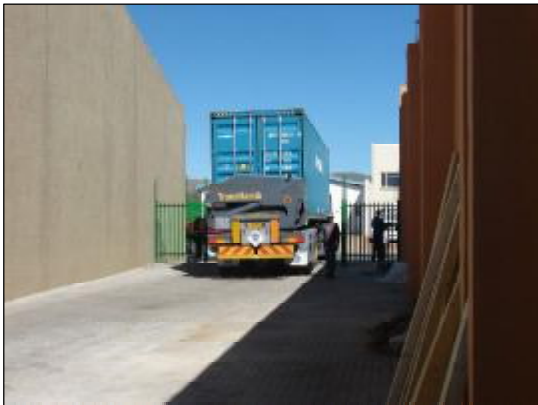
**2. IMAGES**

*Dream Team images (credit to Stefan Redecker, Snowball Studio, commissioned by Think Fudge Communication Consultancy on behalf of Camelthorn Brewing Company). 1*



The tanks arrive!

The truck arrives...



Container is set



Wolfgang & Jörg open the container



Careful does it.



Mr. Finkeldey Junior keeps a watchful eye



Will it fit?



A very happy Mr. & Mrs. Finkeldey



*\*Images available for Camelthorn Brewing Company, credited to Think Fudge Communication Consultancy.*



### 3. POSITIONING STATEMENT

#### Core Message for Camelthorn Brewing Company

Wednesday, 25 March 2009

Camelthorn Brewing Company (Pty) Ltd is a truly first of its kind Namibian microbrewery. Local entrepreneur and micro brewing specialist, Jörg Finkeldey is the founder and mastermind behind this family business venture, which is supported by both stakeholders and local investors.

Other key players in Mr. Finkeldey's pioneering venture include: Finkeldey Investment cc, Hanganeni Investment Holdings (Pty) Ltd and the Development Bank of Namibia.

Finkeldey's exceptional beer manufacturing industry relations (both locally and internationally), professional qualifications as a Chemical Engineer and his standing in the Namibian business community, equips this truly Namibian initiative. The venture is aligned to Namibia's Foreign Investment Act of 1990 of raising the contribution by the manufacturing sector in excess of 20% of the GDP, and subsequently Government's 2030 Vision.

The Camelthorn Brewing Company Board of Directors was appointed this week with Jörg Finkeldey announced as CEO, James Hatuikulipi as Director and Herbert Maier as Chairman.

Camelthorn micro brewing operations are currently being developed in Windhoek's industrial area Prosperita, under the watchful eye of the founder himself, and local Architect's firm, Howard and Chamberlain.

Mr. Finkeldey expressed his confidence that Camelthorn Brewing Company's master brewer will be producing Namibia's first micro brewed Weissbier, which will initially be distributed in Windhoek as well as Namibia's coastal area in time for the celebratory launch of the annual Namibian beer calendar.

The 'Reinheitsgebot' strict brewing methods is a given in this operation, resulting in a quality product range offering to the discerned Namibian beer consumer.

Board of Directors appointed the professional service of Think Fudge Communication Consultancy to manage and implement Camelthorn Brewing Company's unique communication models.

**-ENDS-**

#### **About Jörg Finkeldey**

Namibian born and raised Jörg Finkeldey, is a South African trained Chemical Engineer, who has spent most of his adult life in the brewing trade, specifically in designing and trading with micro brewing equipment. Jörg has operated from Upsala in Sweden to Cape Town, South Africa – from Costa Rica in Central America to Noumea, New Caledonia in the South Pacific.

Jörg returned to his home country in 2004 with his Namibian wife, Ulla and their two American born boys, Miko and Max. Camelthorn Brewing Company was born on one of the Finkeldey's



frequent trips to their family farm, which boasts thousands of the indigenous and protected acacia eurolobia, better known as the Camelthorn Tree. Namibia's first ever microbrewer explains, "As deep rooted as the Camelthorn tree is, as deep rooted is the Namibian brewing tradition. The early brewing pioneers resemble the resilience of the Camelthorn and continue this quest for endurance and spirit of surviving with worst of droughts."

For further information please go to [www.camelthornbrewing.com](http://www.camelthornbrewing.com)

#### **About Hanganeni Investment Holdings (Pty) Ltd Investments**

Hanganeni is an Investment Holdings company created in 2003. It aims to be the leading broad-based empowerment investment holding company that empowers Namibians to uplift their people, community and country, thereby transforming the economy to reflect the diversity of Namibia's demography.

#### **About Development Bank of Namibia (DBN)**

The DBN provides capital and advisory services to medium to large-scale public and private projects with a positive development impact. The Bank acts as a catalyst and structures financing packages in support of projects capable of delivering sustainable growth. It also mobilises finance and technical know-how through its international networks and provides investment packaging assistance to launch viable projects.

#### **About Micro Brewing**

A microbrewery, or craft brewery, is a modern brewery, which produces a limited amount of beer (usually around 15,000 barrels (18,000 hectolitres) a year). Micro brewing reflects an alternative attitude and approach to brewing flexibility, adaptability, experimentation and customer service.

Microbreweries flourish in domestic markets, and seek the support of informed beer consumers, and are typically distributed within a restricted geographic region.

#### **About Think Fudge Communication Consultancy**

Think Fudge Communication Consultancy is a dynamic Namibian company that specialises in Corporate Communication, Public Relations and Reputation Management. We are a 'one stop shop' for International and Regional companies active in Namibia and provide effectively adequate solutions to all Communication needs. We encourage independent thinking, originality and creativity while thriving on honesty, integrity and strategic competence.

#### **Compiled by Wil-Merie Howard**

25 March 2009

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#### 4. ONGOING PUBLICITY

TF distributed the following release as approved by JF and on behalf of CBC:

### **CAMELTHORN BREWING COMPANY SECURES FIRST BREWING LICENSE IN OVER 100 YEARS**

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Camelthorn Brewing Company is Namibia's first microbrewery, and will offer discerned beer drinkers an alternative way of drinking additional locally brewed and crafted beers. In August 2009, Camelthorn Brewing Company will have, amongst others, its first batch of fresh and cold Bavarian 'weissbier' available for sale to local consumers.

With unique beer styles and characteristics, Camelthorn Brewing Company aims to satisfy local beer drinking tastes while aligning its business operations to Government's 2030 Vision on economical transformation including raising the contribution by the manufacturing sector in excess of 20% of the GDP.

Supported by local investors, Camelthorn Brewing Company will make fresh Bavarian 'weissbier', flavoured beer expected to be favoured by women, filtered and unfiltered varieties in exclusive quantities for a limited geographic area. Camelthorn Brewing Company secured its licence from the Ministry of Trade and Industry in August 2008, and is the first brewing licence to be issued in Namibia in decades, adding to Camelthorn Brewing Company's significant achievement. According to reports in a local economical magazine, Edward Kamboua, the Director of Commerce in the Ministry of Trade and Industry, said the microbrewery will cater for a niche market aimed at promoting "cultural drinking" for a previously unexplored economic segment.

"Microbreweries world wide produce a limited amount of beer," says Mr. Jörg Finkeldey, Founder of Camelthorn Brewing Company (Pty) Ltd. "This allows for an alternative approach to brewing, flexibility, adaptability, experimentation and draft beer dispensing." The most important feature is that the beer is delivered brewed to perfection and Camelthorn Brewing Company will strive for the beers never to leave the cold chain. This is the most natural way of prolonging the shelf life of Camelthorn Beers. Camelthorn Beers are brewed naturally and remain untreated, giving Camelthorn Beers a shorter life span compared to beer produced by major beer manufacturers.



Mr. Finkeldey added: “The brews typically stay fresh for up to six weeks and often appear unfiltered as they are left largely natural and untreated.”

Camelthorn Beer will be brewed at the Brewery in Windhoek's Southern Industrial district and filled primarily into environmentally friendly, refillable kegs and initially in one-way bottles packaged in a six-pack arrangement.

Markets in the geographical reach are being explored. Mr. Finkeldey added that: “Namibia's Swakopmund and Walvis Bay areas provide the ideal locations for cold beer to be transported via cool trucks, so in the near future we will distribute our beer to those areas.”

Wolfgang Carl, Camelthorn Brewing Company's brewmaster reported that, “Although all our recipes are kept ‘state secret’, beer is traditionally brewed from three basic ingredients: barley malt, hops and water. Malt is processed barley, which is classified as a grain and although readily available will be imported primarily from Germany.” Small quantities of hops are also added to during the brewing process. Approximately 90% of a beer is pure water; which lends the specific beer style with its bitterness, character and aroma. This also characterises the beer. Yeast is added during the fermentation process and removed at the end of the maturation period. Filtering, treating and sterilizing the water achieve the specific water quality.

Holding a Degree in Chemical Engineering from the University of Stellenbosch, South Africa, and international expertise designing and trading with microbrewery equipment, family man and President of the 2009 Windhoek Carnival, Jörg Finkeldey will be accompanied with brew master Wolfgang Carl to provide Namibians with a wide variety of beer styles and flavours available through the small scale production of high quality, hand-crafted, naturally brewed beer. For further information please visit [www.camelthornbrewing.com](http://www.camelthornbrewing.com).

**-ENDS-**

*Word count: 586*

5. PUBLICITY BREAKDOWN (22 – 29 April 2009)

Total publicity received: N\$102,475.41

New Era, 28 April 09



6 NEW ERA Tuesday, 28 April 2009

## New Brewery All Set and Ready

By Desie Heita

WINDHOEK - Jörg Finkeldey, the man behind Namibia's first microbrewery Camelthorn Brewing Company, shed a tear of joy as TransNamb trucks offloaded the brewing tanks from Germany.

To Finkeldey, this is a surreal picture, seeing that it is nearly six years ago when he thought of establishing the country's first small brewery. And it all came to him in a dream, during an afternoon nap, after his return home from abroad. He has never looked back ever since, he says.

Finkeldey's love for beer also developed in a similar, unlikely occurrence. He studied chemical engineering with a bursary from B&Bing Uranium but then Namibia Breweries was looking for someone with such qualification. Hence in 1986 he joined the beer trade, a trade that has seen him globe-trotting, from Germany to Japan until in 2004 when he came home.

That was when he realised that Namibia, or the urban area, has evolved into a cosmopolitan place. People are diverse, embracing whatever globalisation is throwing at them.

Finkeldey says he himself would not have thought a microbrewery had a place in Namibia back in 1992.

"Then we had our beer, which is very good beer by the way, so there is no need for another kind of beer really. But things have changed," said Finkeldey.

For the first year Finkeldey plans to churn out five different beer flavours.

His brewery is located in Psoosetta, on a floor space smaller than a warehouse of a mainstream beer brewery. That is the nature of a microbrewery; they are small and focused on providing fresh beer to the market. The other advantage of being small, says Finkeldey, is that they can introduce a new flavour and can it the following day, if they realise that the market has not taken well to it.

Further, a limited brewery allows for an alternative approach to brewing, flexibility, adaptability, experi-



Jörg Finkeldey, the man behind Namibia's first microbrewery Camelthorn Brewing Company.

mentaries and draft beer dispensing.

For Camelthorn Brewing Company the most important feature would be that the beer is brewed to perfection and is delivered as such, by selling only to outlets that can guarantee freshness.

Camelthorn beer would be brewed naturally and remain untreated, giving it a shorter life span compared to beer produced by major beer manufacturers. The beer would have a six-week shelf life.

Another uniqueness of Camelthorn's beer is that the brewery would churn out a "weissbier", which unlike the common beer is a little cloudy with a sweet taste. In addition, Camelthorn is also going to tap into the non-beer drinking market, especially women, or otherwise people who do not drink beer because of its bitterness.

Camelthorn would offer flavoured beer, with less alcohol content.

The brewery has the capacity to churn out 250 000 litres of beer in the first year.



*New Era Online, 28 April 09, 11h45*

### **New Brewery All Set and Ready**

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-ENDS-

New Era, 27 April 09

NEW ERA 5

Monday, 27 April 2009

National

## New Beer to Hit Market

**By Desie Heits**

**WINDHOEK** – Namibia's first microbrewery, Camelthorn Brewing Company is about to churn out its first batch of fresh and cold Bavarian "weissbier".

The beer should hit the market by October this year. Brewing pots have arrived and the company plans to start installing them this week.

Camelthorn Brewing Company will make fresh flavoured beer, expected to be favoured by women, and will comprise filtered and unfiltered varieties in exclusive quantities for a limited geographic area.

Camelthorn Brewing Company secured its licence from the Ministry of Trade and Industry in August 2008, which is the first brewing licence to be issued in Namibia in decades.

Camelthorn Brewing Company says it aims to



*Jörg Finkeldey the founder of Camelthorn Brewing Company, Namibia's first microbrewery.*

satisfy local beer drinking tastes while aligning its business operations to Government's 2030 Vision on economical transformation, including raising the contribution by the manufacturing sector in excess of 20 percent of the GDP.

"Microbreweries world wide produce a limited amount of beer,"

said Jörg Finkeldey, the proprietor of Camelthorn Brewing Company (Pty) Ltd.

"This allows for an alternative approach to brewing, flexibility, adaptability, experimentation and draft beer dispensing," says Finkeldey.

The most important feature is that the beer is

delivered brewed to perfection and Camelthorn Brewing Company will strive for the beers never to leave the cold chain. This is the most natural way of prolonging the shelf life of Camelthorn beers. Camelthorn beer would be brewed naturally and remain untreated, giving it a shorter life span compared to beer produced by major beer manufacturers.

Finkeldey says "the brews typically stay fresh for up to six weeks and often appear unfiltered as they are left largely natural and untreated".

The company would be brewing at its plant in Windhoek's Southern Industrial Area and the beer would be sold in environmentally friendly refillable kegs.

Finkeldey holds a degree in chemical engineering from the University of Stellenbosch, South Africa, and has international expertise in microbrewery.



*New Era Online, 27 April 09, 07h49*

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-ENDS-



*Southern Times, 26 April 09, 08j28*

### **Camelthorn Brewery's 'weissbeir' out in August**

**Windhoek — A privately owned Namibian micro-brewing firm, Camelthorn Brewing Company said its first locally brewed beer products will hit the market in August.**

Targeting the top end of the market and tourists, Camelthorn Brewing Company says it wants to make history as the country's first micro-brewing firm.

Namibia is renowned for its beers with its trademark beer Windhoek Lager, which has made its mark in especially the European market. Windhoek Lager is produced by Namibia Breweries and is exported to more than 28 countries globally.

Camelthorn Breweries, which was licensed in August, last year, will however not have Namibia Breweries' competitive streaks. The company said that it will come up with a highly priced beer product targeting the top end of the market.

Camelthorn said that its beer products will also seek to quench the thirst of tourists, mainly from Europe by coming up with a beer which matches the same standards as those of Heineken among others.

Among others, Camelthorn will seek to target German tourists who visit Namibia. The firm said that it will make fresh Bavarian 'weissbier', flavoured beer which is expected to be a hit among women, filtered and unfiltered varieties in exclusive quantities for a limited geographic area.

Weissbier loosely translated means white beer named so because at the time of its inception in German it was paler in colour. Weissbiers brewed in German must be top fermented, making them ales.

Jorg Finkeldey, Camelthorn Brewing company founder said that the micro-brewery will cater for a niche market aimed at promoting 'cultural drinking' for a previously un-explored economic segment.

"Camelthorn beers are brewed naturally and remain untreated, giving them a shorter life span compared to beer produced by major beer manufacturers.

"The brews typically stays fresh for up to six weeks and often appear unfiltered as they are left largely natural and untreated," said Finkeldey.

A chemical engineer by profession, Finkeldey said that the company will target Namibia's capital, Windhoek, as its primary market but will seek to cater for tourism hot spots such as Swakopmund and Walvis Bay areas.

"We will produce a super premium beer, which will carry its own price range and we will be targeting a niche market, upmarket which means the price will be slightly more expensive," Finkeldey said.

-ENDS-

The Namibian, 24 April 09

**the bottomline**  
*News, views and everything you need to know about the economy*

MAKING A DIFFERENCE IS WHAT MAKES US DIFFERENT  
 MAKE THE DIFFERENCE WE MAKE

## Namibia's first microbrewery

• THORSTEN BIGNER

NAMIBIA'S very first microbrewery, the Camelthorn Brewing Company, is set to produce its first batch of specialty beer in June this year.

Camelthorn is the holder of the first brewing license to be issued in Namibia for 100 years.

After securing a N\$10.2 million loan from the Namibian Development Bank, the vision of founder Georg Finkeldey is now finally becoming a reality.

After being in the development stages for the last two and a half years, which Finkeldey called a "grueling, frost-biting wait", the brewery is finally being built and equipment from Germany has started arriving.

Camelthorn will produce mainly top-fermented beer as opposed to the bottom-fermented lagers usually drunk in Namibia.

The brewery's initial products will be "Weisbier", a yeasty beer very popular in Germany, and a so-called "Helles" which is a lager based on Weisbier. Flavoured beers (called Fresh), a more traditional lager (called Gold) and even an American ale are also going to be available at a later stage.

As the name suggests, top-fermented beers are fermented in a focus is going to be on quality, as the only way of surviving in the increasingly competitive brewing trade is by "making your beer better than what's out there".

While he comments that top fermentation is an older process of making beer, Finkeldey says "traditional does not mean old-fashioned".

A batch of Camelthorn beer will take four to six weeks to brew, whereas some large brewers do it in only three days.

Finkeldey believes that this extra time will make a significant quality difference. "There is no shortcut in brewing and you have to give it time," he feels.

He says the taste will be more full-bodied and aromatic than the beers people are used to in Namibia.

The unfiltered and unpasteurised brewing process also means that Camelthorn beers will have to be kept cold throughout the production and transport chain.

Ensuring the quality of Camelthorn's beer is brew master Wolfgang Carl, formerly with Namibian Breweries.

Finkeldey is confident his new brewery will be sufficiently specialised not to compete with Namibia's biggest brewer and says he has NBL's blessing for his project.

Finkeldey has been in the micro-brewing business for 18 years, having worked in the United States, Germany and Hungary after completing a degree in chemical engineering at Stellenbosch University in South Africa.

He mainly sold brewing equipment and after relocating in Namibia a few years ago, he decided to take the plunge and open his own brewery.

He says his decision was helped by the fact that he observed Namibians enjoying more diverse types of beers, where in the past they might have stuck with only the well-known brands.

Situated in Prosperita, the brewery will not only be making beer but also have a taproom where beer tasting and functions can take place.

Finkeldey says he will initially concentrate on the market in Windhoek, Swakopmund and Walvis Bay before looking further afield.

He says his vision is to "increase Namibia's good name for beer in southern Africa" and to "want people to want our beer".

Camelthorn will initially employ around five to eight people but the plan is to expand to 20 employees within a year as pro-



*The Namibian Online, 24 April 09, 08h24*

### **Namibia's first microbrewery**

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Flavoured beers (called Fresh), a more traditional lager (called Gold) and even an American ale are also going to be available at a later stage.

As the name suggests, top-fermented beers are fermented in an open vat and the yeast added to the beer rises to the top in a very organic and visible process.

Finkeldey says his brewery's focus is going to be on quality, as the only way of surviving in the increasingly competitive brewing trade is by "making your beer better than what's out there".

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The beer will initially be sold in thick, vintage bottles for extra maturation time and also in reusable 10-litre draught kegs.

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Camelthorn will initially employ around five to eight people but the plan is to expand to 20 employees within a year as production increases.

Finkeldey says he already has numerous interested parties for his products.

-ENDS-



Republikein, 24 April 09

Vrydag 24 April 2009 15

Republikein

## A first for Namibia – a microbrewery

CAMELTHORN Brewing Company is Namibia's first microbrewery, and will offer discretised beer drinkers an alternative way of drinking additional locally brewed and crafted beers. In August 2009, Camelthorn Brewing Company will have, amongst others, its first batch of fresh and cold Bavarian 'weissbier' available for sale to local consumers.

With unique beer styles and characteristics, Camelthorn Brewing Company aims to satisfy local beer drinking tastes while aligning its business operations to Government's 2030 Vision on economical transformation including raising the contribution by the manufacturing sector in excess of 30% of the GDP.

Supported by local investors, Camelthorn Brewing Company will make fresh Bavarian 'weissbier', flavoured beer expected to be favoured by women. Filtered and unfiltered varieties in exclusive quantities for a limited geographic area. Camelthorn Brewing Company secured its licence from the Ministry of Trade and Industry in August 2008, and is the first brewing licence to be issued in Namibia in decades, adding to Camelthorn Brewing Company's significant achievement. According to reports in a local economical magazine, Edward Kambova, the Director of Commerce in the Ministry of Trade and Industry, said the microbrewery will cater for a niche market aimed at promoting "cultural drinking" for a previously unexplored economic segment.



■ Jörg Finkelday, Founder of Camelthorn Brewing Company



[www.securitiesafrica.com](http://www.securitiesafrica.com); 04-24-2009, 12h04

### **Camelthorn Brewing Company set to produce its first batch of specialty beer in June 2009**

Namibia's first micro-brewery, the Camelthorn Brewing Company, is set to produce its first batch of specialty beer in June 2009. Camelthorn is the holder of the first brewing licence to be issued in Namibia for 100 years.

Source: (IJG)

### **About Securities Africa Limited**

Founded in 2002, Securities Africa Limited is a global investment bank with offices in Johannesburg, Harare, Lusaka, London, New York and Hamilton, Bermuda. The Firm provides corporate advisory, securities trading, investment research and data services to a diversified client base of corporations, financial institutions, governments and institutional investors across Africa. SAL Xchange Limited provides research, data & index-related services on each of the markets in which it operates. The Firm strongly believes that its enduring success will be determined by its ability to successfully combine market intelligence with efficient execution and post-trade service.



thinkfudge

Namibia Economist, 24 – 30 April 09

24 NAMIBIA ECONOMIST Friday 24 April - Thursday 30 April 2009

## Camelthorn promises crafted beers

Camelthorn Brewing Company, Namibia's first microbrewery, will offer discerning beer drinkers an alternative way of drinking additional locally brewed and crafted beers this year.

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"Microbreweries world wide produce a limited amount of beer," says Jörg Finkeldey, founder of Camelthorn Brewing Company (Pty) Ltd. "This allows for an alternative approach to brewing, flexibility, adaptability, experimentation and craft beer dispensing."

The most important feature is that the beer is delivered brewed to perfection and Camelthorn Brewing Company will strive for the beers never to leave the cold chain. This is the most natural way of prolonging the shelf life of Camelthorn beers.

Camelthorn beers are brewed naturally and remain untreated, giving Camelthorn Beers a shorter life span compared to beer produced by major beer manufacturers. Finkeldey said: "The brews typically stay fresh for up to six weeks and often appear unfiltered as they are left largely natural and untreated."

Camelthorn beer will be brewed at the brewery in Windhoek's Southern Industrial Area and filled primarily into environmentally friendly, refillable kegs and initially in one-way bottles packaged in a six-pack arrangement.

Markets in the geographical reach are being explored.

Finkeldey said, adding that "Namibia's Swakopmund and Walvis Bay areas provide the ideal locations for cold beer to be transported via cool trucks, so in the near future we will distribute our beer to those areas."



Wolfgang Carl



Entrepreneur and micro brewing specialist, Jörg Finkeldey, the founder of Camelthorn Brewing Company.



Namibian Economist Online, 24 – 30 April 09, 09h32

### Camelthorn promises crafted beers



Camelthorn Brewing Company, Namibia's first microbrewery, will offer discerned beer drinkers an alternative way of drinking additional locally brewed and crafted beers this year.

In August, Camelthorn Brewing Company will have, amongst others, its first batch of fresh and cold Bavarian 'weissbier' available for sale to local consumers.

With unique beer styles and characteristics, Camelthorn Brewing Company aims to satisfy local beer drinking tastes while aligning its business operations to government's Vision 2030 on economical transformation including raising the contribution by the manufacturing

sector in excess of 20% of the GDP.

Supported by local investors, Camelthorn Brewing Company will make fresh Bavarian 'weissbier', flavoured beer expected to be favoured by women, filtered and unfiltered varieties in exclusive quantities for a limited geographic area.

Camelthorn Brewing Company secured its licence from the Ministry of Trade and Industry in August 2008, and is the first brewing licence to be issued in Namibia in decades, adding to Camelthorn Brewing Company's significant achievement.

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**-ENDS-**

**-REPORT ENDS-**

**Compiled by Claudia Blohm**  
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