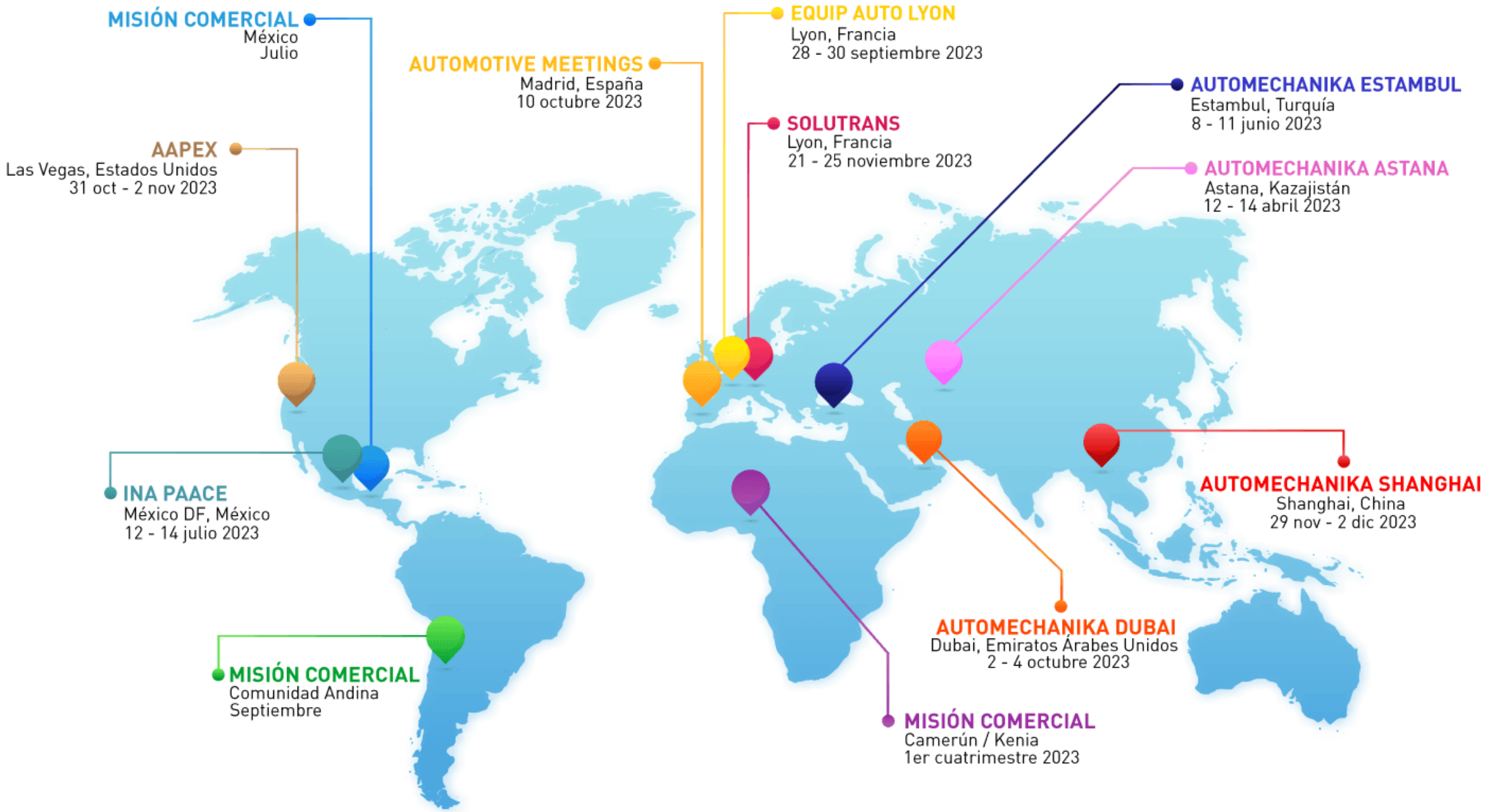Plan Promoción Internacional 2023