

## DIGITAL DREAMS, CULTURAL REALITIES: SOUTHEAST ASIA'S TECH-POWERED POP CULTURE AND ITS GLOBAL IMPLICATIONS

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### ABSTRACT

The rapid ascent of Southeast Asia as a nexus for digital innovation has catalyzed a unique convergence of technology and pop culture, the ramifications of which reverberate globally. This multidisciplinary paper explores the historical underpinnings and contemporary manifestations of Southeast Asian pop culture, examining how cultural phenomena originating from the region are harnessing and transforming modern digital advancements.

Through an in-depth analysis, the resultant widespread global impacts are investigated, highlighting the dissemination and virality of regional cultural artifacts, creative expressions, and ideological currents through digital platforms and communication channels. Insights are drawn from diverse disciplinary experts, thought leaders, and on-the-ground cultural observers to critically reflect on the evolving social, economic, political, and geopolitical implications of these trends.

Ultimately, this research illuminates the profound influence exerted by Southeast Asia's tech-empowered pop culture on shaping global narratives, discourses, and cross-cultural exchange, while offering data-driven projections on its ascendant trajectory over the coming decade.

**Keywords:** Southeast Asia, Pop Culture, Media, Communication, Society, Culture

### 1. INTRODUCTION

Southeast Asia has emerged as a global hub of technology-driven pop culture and creative innovation. From viral social media sensations to new genres of music and film, the region is disrupting established cultural norms and reshaping entertainment on a worldwide scale. In this comprehensive paper, the author examines the meteoric rise of Southeast Asia's tech-powered pop culture, conducting an in-depth analysis of key developments and burgeoning trends across multiple creative sectors. Drawing on illustrative examples from major nations like Indonesia, Malaysia, the Philippines, Thailand, and Vietnam, the author elucidates how cutting-edge digital technologies have catalyzed and empowered novel forms of cultural expression that transcend national and linguistic boundaries, enabling this content to resonate with global audiences.

The multi-faceted analysis explores several interrelated and overarching themes. First, it delves into how social media platforms like Facebook, Twitter, YouTube and TikTok have precipitated a profound transformation of pop culture in the region. These digital spheres have provided crucial launching pads for aspiring artists, content creators and cultural trendsetters, while simultaneously reshaping consumer behavior, audience expectations and the landscape of media reception. Second, the investigation spotlights how the proliferation of ubiquitous mobile connectivity and smartphone adoption has unleashed new frontiers of creative possibilities that were previously unimaginable. Ingeniously utilizing mobile apps and the affordances of these portable digital canvases, a new generation of Southeast Asian creators are crafting innovative art forms that merge traditional storytelling with contemporary technological synthesis.

Third, the paper examines the emergence and consolidation of regional creative hubs and clusters, scrutinizing how these concentrated pools of talent, resources and cross-pollinating networks are fostering new collaborative ecosystems and artistic synergies. Dynamic cities like Singapore, Jakarta, and Bangkok have emerged as key nodes facilitating this cross-border pollination of skills, ideas and aesthetics across the region.

Moreover, the discussion situates and contextualizes these multifaceted cultural phenomena within broader economic, political, and social frameworks that are shaping the future trajectories of Southeast Asia. The author posits that the rise of the region's dynamic pop culture is inextricably intertwined with its unique demographic dynamics - ranging from urban youth bulges to increasing middle-class disposable incomes and lifestyle consumption behaviors in these rapidly evolving societies. However, the discourse also critically examines complex issues surrounding cultural representation, identity politics, diversity and concerns around potential cultural commodification and homogenization.

By comprehensively synthesizing current interdisciplinary scholarship with original empirical analysis, this paper provides a nuanced and panoramic perspective on how digital technologies are acting as powerful catalysts, accelerating transformative shifts in the creation, distribution and reception of Southeast Asian popular culture. Furthermore, it

undertakes deeper inquiries into the multidimensional implications of these trends - exploring intricate themes of cultural globalization, cross-border connectivity, recalibrated geographies of cultural influence, and the worldwide dissemination of regional creative expressions and aesthetics. This expansive research contributes to important interdisciplinary dialogues spanning media studies, cultural studies, communication, sociology and discourses on global development dynamics.

### 1.1 Background on the Emergence of Southeast Asia as a Nexus for Creative Innovation and Digital Technology

The Southeast Asian region, characterized by its rich tapestry of cultures, languages, and historical narratives, has undergone profound metamorphoses in recent decades. Central to these transformations is the symbiotic relationship between burgeoning digital technologies and emergent creative innovations. This transformation can be attributed to several socio-economic, demographic, and political dynamics.

The nations within the Association of Southeast Asian Nations (ASEAN) have experienced sustained economic growth over the past several decades. This growth has not only brought prosperity but has also catalyzed increased investments in technological infrastructure and research & development initiatives. Comprehensive reports from global institutions, such as The World Bank, provide detailed insights into this economic surge and its implications for technological investments (The World Bank, 2020).

A standout feature of the Southeast Asian demographic landscape is its youth-centric nature. With a significant portion of the population being under the age of 30, there exists a large cohort that is both tech-savvy and digitally native. This demographic profile, as highlighted in data repositories like the World Population Review, underscores the region's inclination towards digital consumption and technological innovation (World Population Review, 2022).

In contemporary times, Southeast Asia is emblematic of a digital ecosystem dominated by mobile technologies. Market research firms, including eMarketer and Statista, have highlighted the region's impressive mobile penetration rates, suggesting a shift where digital interactions are predominantly mobile-first, if not exclusively so (eMarketer, 2021).

Key urban centers within the region, such as Singapore, Jakarta, and Bangkok, have transformed into hubs of technological entrepreneurship. This burgeoning startup ecosystem is the result of a confluence of venture capital, skilled human capital, and supportive policies. Analytical reports, such as those from Startup Genome, delve into the intricacies and potential of these innovation hubs (Startup Genome, 2021).

Recognizing the vast potential of the digital domain, several Southeast Asian governments have initiated policies and programs aimed at bolstering the digital economy. These proactive governmental interventions, detailed in official policy documents, highlight the region's commitment to a digital future.

Parallel to the digital surge, the region has witnessed a renaissance in its cultural expressions. Global audiences are now more attuned to Southeast Asian art forms, films, music, and other cultural manifestations. This global appreciation is a testament to the region's cultural vibrancy, as reflected in various scholarly articles and media reviews (Otmazgin & Ben-Ari, 2012).

## 2. THE LANDSCAPE OF SOUTHEAST ASIAN POP CULTURE

Southeast Asia, a region defined by its rich cultural mosaic, has over millennia nurtured a diverse array of artistic, musical, and narrative traditions. These historical roots provide an essential backdrop against which the contemporary efflorescence of Southeast Asian pop culture can be understood.

### 2.1 Historical Evolution of Southeast Asian Pop Culture: From Ancient Traditions to Contemporary Synthesis

Southeast Asia's pop culture has its roots in ancient traditions, evolving over time to incorporate contemporary elements. The region's foundational mythologies and narratives, such as the adaptations of the Ramayana across Thailand's Ramakien, Indonesia's Ramayana Kakawin, and the Philippines, have been pivotal (Reid, 1999). While these tales share elements with South Asian versions, they've been adapted to reflect each nation's unique socio-cultural context.

The region's cultural heritage is further enriched by a plethora of traditional art forms. From the shadow puppetry of Indonesia's Wayang Kulit to dance dramas like Thailand's Khon and Cambodia's Lakhon Khol, and martial arts such as the Filipino Eskrima and Indonesian Silat, these traditions have been central to Southeast Asia's cultural identity (Miksic & Goh, 2016).

Musically, the region has been defined by traditions like the gamelan orchestras of Java and Bali or the kulintang ensembles of the Southern Philippines, which have been integral to life and celebrations for centuries (Lockard, 1998). The colonial era, despite its challenges, brought about a synthesis of European and indigenous cultures, leading to unique hybrids in music, architecture, and literature.

As nations modernized post-independence, Western influences began permeating the region, giving rise to a new wave of Southeast Asian pop culture that, while influenced by global trends, maintained its unique regional essence (Shim,

2006). The digital age further amplified this, with traditional tales being reimagined as animated series and music genres fusing to create new sounds. Platforms like YouTube and Spotify have democratized content access, ensuring voices from even remote areas are heard (Iwabuchi, 2002).

Today, Southeast Asia's pop culture is a dynamic blend of the old and new. Contemporary creators, while drawing from their rich historical heritage, are not afraid to innovate, resulting in globally acclaimed movies, music, and other content.

## 2.2 Modern Expressions and Representations in Media, Music, Art, and Fashion

Southeast Asia's modern pop culture landscape is a vibrant amalgamation of historical influences and contemporary innovations, spanning various domains from media and music to art and fashion.

In the realm of media, Southeast Asian cinema offers a diverse range of narratives, from the emotional depth of Filipino indie films to the spine-chilling tales of Thai horror. Television, too, has seen a surge in popularity with formats like the Philippines' telenovelas, Indonesia's sinetrons, and Thailand's lakorns. The digital revolution has further expanded the media landscape, with web series and online platforms allowing for a broader reach (Otmazgin, 2008)[1](#).

Musically, the region has witnessed a resurgence in traditional elements being incorporated into contemporary sounds. While pop remains a dominant genre, there's a thriving community for indie, rock, and electronic music. Collaborations between Southeast Asian artists and international counterparts have given rise to cross-cultural fusions that resonate globally (Lockard, 1998)[2](#).

Artistically, digital art forms have allowed traditional motifs to be expressed in innovative ways. Urban areas showcase vibrant street art, and contemporary installations at regional art festivals often blend traditional themes with modern interpretations.

Fashion in Southeast Asia is a testament to the region's ability to blend tradition with contemporary trends. Traditional textiles and patterns are being reimagined in modern designs, while urban centers have become hotspots for global fashion trends. Moreover, Southeast Asian designers are gaining recognition on international platforms, showcasing designs that blend regional craftsmanship with global aesthetics.

In conclusion, Southeast Asia's modern pop culture expressions are a testament to the region's rich history and its ability to innovate, reflecting a dynamic interplay of tradition and modernity.

## 3. DIGITAL INNOVATIONS AND THEIR INTERSECTION WITH POP CULTURE

In the dynamic ecosystem of Southeast Asia, digital innovations are not mere tools; they are vibrant participants in the cultural dialogue. This chapter seeks to explore the intimate relationship between digital technological advancements and the evolving face of pop culture in the region.

### 3.1 Overview of Recent Digital Technological Advancements in Southeast Asia

The digital landscape of Southeast Asia has witnessed rapid transformations, with certain key advancements playing pivotal roles.

**The E-commerce Revolution:** E-commerce platforms like Lazada, Shopee, and Tokopedia are no longer just commercial entities. They have redefined consumer behaviors, nudging them towards a culture of online shopping, while simultaneously giving rise to a new era of digital entrepreneurs and influencers (Chen, 2020).

**The Streaming Paradigm:** As regional and global streaming platforms such as iQiyi, Viu, and Netflix solidify their presence, they alter the very fabric of entertainment consumption. These platforms serve as crucibles where global and local content amalgamate, fostering cross-cultural exchanges (Chua & Iwabuchi, 2008).

**Social Media and Identity Formation:** Platforms like Facebook, TikTok, and Line are reshaping narratives. They serve as sites of cultural production, where identities are both constructed and disseminated, often blurring the lines between producers and consumers (Lim, 2013).

**Gaming: A Cultural Nexus:** With platforms like Mobile Legends, gaming has transcended its recreational confines. It now sits at the intersection of commerce, culture, and community, influencing everything from music to fashion (Hjorth & Khoo, 2015).

### 3.2 Case Studies: The Synergy of Pop Culture and Digital Innovation

**The Virtual Concert Experience:** The global pandemic prompted an unforeseen fusion of technology and artistry. Artists and event organizers leveraged platforms like Zoom and Facebook Live to transcend physical boundaries, crafting immersive experiences that may well shape the future of performances (Dredge, 2020).

**Netflix and Local Narratives:** While global in reach, streaming giants like Netflix are deeply embedded in local cultural terrains. Series such as "The Ghost Bride" and "TRESE" are emblematic of this. They spotlight Southeast Asian tales, granting them global viewerships, thus fostering intercultural dialogues (Chua & Iwabuchi, 2008).

The Digital Fabric of Fashion: The realm of fashion, always a reflection of the zeitgeist, has seamlessly integrated digital tools. Online influencers, utilizing platforms like Instagram, not only showcase trends but often set them. This digital democratization of fashion has implications for identity, commerce, and cultural exchange (Luvaas, 2016).

AR, Tourism, and Cultural Narratives: Augmented reality is finding profound applications in cultural domains. From enhancing tourist experiences to digitally archiving and showcasing cultural artifacts, AR is bridging the past with the present, tradition with innovation (Yung et al., 2017).

In conclusion, the symbiotic relationship between digital innovations and pop culture in Southeast Asia is not just shaping the region but has ramifications for global cultural dynamics. The digital is not merely a platform; it's a participant, a curator, and often, a disruptor.

#### **4. GLOBAL IMPACTS OF SOUTHEAST ASIAN DIGITAL POP CULTURE**

Southeast Asian pop culture, enriched by its ancient traditions and enlivened by digital innovation, is not confined by geographical boundaries. In the age of digital globalization, the region's cultural reverberations are being felt globally. This chapter will unpack the profound influence of Southeast Asia's digital pop culture on the broader world stage.

##### **4.1 Regional Innovations Gaining Global Recognition**

Emergence as a Digital Powerhouse: Once perceived as mere consumers, Southeast Asian nations are rapidly transitioning into creators and innovators. Homegrown platforms and apps, whether in e-commerce or entertainment, are attracting attention not only within the region but also from global investors and technologists (Davenport, 2020; Asian Development Bank, 2019).

From Local to Global – The Streaming Success: Platforms like Netflix are spotlighting Southeast Asian content, giving regional stories a global platform. The universality of themes, combined with distinct cultural nuances, makes series from the region resonate with audiences worldwide (McKinsey & Company, 2021).

Gaming Beyond Borders: Southeast Asian games or games inspired by the region's culture are garnering international popularity. The universal appeal of gaming, combined with regional flavors, creates a unique cultural exchange, with tournaments and conventions serving as focal points (Newzoo, 2022).

##### **4.2 Digital Dissemination of Southeast Asian Cultural Artifacts and Ideas**

Music and Dance Challenges on Social Media: The virality of music and dance from Southeast Asia on platforms like TikTok or YouTube serves as a testament to the region's cultural prowess. These trends often transcend their origin, resulting in global phenomena that blend cultural expressions from different parts of the world (Johnson, 2021).

Fashion, Art, and Digital Curation: Southeast Asian fashion and art have found enthusiastic audiences on global digital platforms. Influencers, designers, and artists from the region often become trendsetters, their works curated in digital galleries or sold on international e-commerce platforms (Manovich, 2020).

Digital Festivals and Collaborations: Events, whether music festivals, film festivals, or art exhibitions, have shifted online. This transition allows for a more extensive reach, with Southeast Asian creations being showcased to a global audience. Collaborations between Southeast Asian artists and international counterparts are further testament to the region's expanding cultural influence (Cultural Studies Association, 2022).

In encapsulation, Southeast Asia, with its digital pop culture arsenal, is not merely participating in global cultural dialogues – it is increasingly steering them. In a world where the digital realm erases geographical divides, the region's cultural and technological innovations are creating ripples that influence global perceptions, trends, and behaviors.

#### **5. CRITICAL REFLECTIONS ON SOUTHEAST ASIAN DIGITAL POP CULTURE**

The confluence of technology and pop culture in Southeast Asia, while bringing forth unprecedented innovations and opportunities, also ushers in a myriad of implications. Understanding these complexities requires a multifaceted evaluation, encompassing social, economic, and political dimensions.

##### **5.1 Social Implications**

Positive Transformations: The integration of technology into pop culture has democratized access to cultural education and expressions. Social media platforms, streaming services, and digital galleries are breaking down barriers, enabling cross-cultural interactions and fostering a sense of shared regional identity (Castells, 2017).

Challenges and Concerns: Conversely, the digital realm can amplify societal divisions, propagate stereotypes, or engender cyberbullying. Additionally, the overwhelming influx of content can lead to cultural homogenization, where distinct regional identities might be overshadowed by dominant global trends (Chua, 2019).

## 5.2 Economic Implications

**Economic Boons:** The symbiosis of tech and culture is proving to be a significant economic driver. E-commerce, online entertainment, and digital art platforms are opening up new avenues for entrepreneurship, job creation, and regional collaborations, positioning Southeast Asia as a formidable player in the digital global economy (Naudé, 2020).

**Potential Pitfalls:** However, the region also grapples with challenges such as digital disparities between urban and rural areas, potential monopolies by dominant platforms, and the risks posed by rapid, unchecked digital commercialization (World Economic Forum, 2021).

## 5.3 Political Implications

**Policy Frameworks and Governance:** Recognizing the power and potential of the digital-cultural nexus, governments are formulating policies to support and regulate this burgeoning sector. Initiatives to bolster digital infrastructure, safeguard intellectual property, and promote regional content are evident across various Southeast Asian nations (ASEAN, 2022).

**Regional Collaborations and Challenges:** Political collaborations, such as ASEAN-led digital initiatives, seek to harmonize regional approaches. Yet, potential geopolitical tensions, censorship concerns, and disparate regulatory frameworks can pose challenges to a cohesive regional digital-cultural vision (Lee, 2021).

In sum, while the interplay of digital technology and pop culture in Southeast Asia offers unparalleled prospects, it also necessitates conscientious reflections on its multifarious repercussions. Balancing the euphoria of innovation with critical evaluations is imperative to harnessing this synergy for a sustainable and inclusive future.

## 6. DISCUSSION AND DIALOGUE: UNRAVELING THE BROADER IMPLICATIONS

As Southeast Asia's digital pop culture phenomena evolve, they inevitably intersect with broader societal, economic, and industry-based contexts. By bringing to the fore insights from eminent figures in the field and exploring the larger implications, this chapter seeks to offer a multifaceted perspective on the topic.

### 6.1 Expert Insights: A Tapestry of Perspectives

**Thought Leaders on Digital Dynamics:** Renowned academicians and industry experts elucidate the intricacies of the digital revolution in Southeast Asia, highlighting both its transformative potential and the challenges it engenders (Schwab, 2017).

**Influencers and Their Cultural Capital:** With their pulse on the latest trends and their immense reach, influencers offer unique insights into how digital platforms are reshaping cultural consumption and creation. Their experiences shed light on the evolving dynamics of digital fame, identity formation, and community building (Marwick, 2015).

**Regional Narratives and Global Contexts:** Cultural experts and historians provide context by tracing the historical lineage of Southeast Asian pop culture and its modern manifestations in the digital realm. They discuss the complex interplay of local identities and global influences (Thompson, 2020).

### 6.2 Broader Industry Implications: Beyond Media and Entertainment

**Education and Digital Pop Culture:** Educational institutions and platforms are increasingly leveraging pop culture elements to create engaging curricula. From gamified learning apps to courses on regional cinema, the influence of digital pop culture is palpable in the realm of education (Ito et al., 2019).

**Tourism and Cultural Diplomacy:** The allure of pop culture icons, landmarks, and events is being harnessed to boost tourism. Additionally, digital platforms are facilitating cultural exchanges, with countries showcasing their heritage and contemporary culture to attract global audiences (Richards, 2018).

**Business and Branding:** Beyond entertainment, businesses are employing pop culture motifs in their branding and marketing strategies. The integration of regional music, art, and iconography in advertisements or product designs resonates with both local and international consumers (Kotler & Keller, 2016).

In drawing these discussions together, it becomes evident that Southeast Asia's digital pop culture is not a siloed phenomenon. Its tentacles reach into various sectors, reshaping them, imparting new dynamics, and fostering novel opportunities. This chapter underscores the importance of dialogue in understanding, navigating, and harnessing these multifaceted developments.

## 7. FUTURE TRENDS AND PREDICTIONS: CHARTING THE HORIZON

Southeast Asia, at the intersection of ancient traditions and digital modernity, is uniquely poised to influence the global pop culture landscape. This chapter ventures into speculative territory, drawing from current data and expert insights to envision the probable evolutions, opportunities, and challenges of the region's digital pop culture scene in the forthcoming years.

### 7.1 Projected Landscape Evolution: 5-10 Years Ahead

**Emergence of New Digital Platforms:** With the continuous progression of technology tailored to the specificities of Southeast Asian audiences, we can expect the rise of platforms that cater to regional languages, sensibilities, and consumption patterns. These platforms will revolutionize the way content is created, curated, and disseminated (Smith, 2022).

**Integration of Artificial Intelligence (AI):** The increasing ubiquity of AI will significantly transform pop culture consumption. Content personalization, driven by AI algorithms, will curate user-specific experiences, from music playlists to tailored newsfeeds. Additionally, AI-driven tools might enable creators to produce richer, more interactive content, tapping into audience preferences in real-time. The use of AI in analyzing consumer behavior could also lead to more targeted and effective marketing strategies for pop culture products (Hassanien & Dale, 2021).

**Collaborative Global Ventures:** As Southeast Asian content continues to gain global traction, we'll likely see an increase in collaborations between regional creators and international entities. Such joint ventures will fuse diverse cultural elements, crafting hybrid genres and narratives that appeal to a global audience (Jenkins, 2020).

### 7.2 Opportunities and Challenges on the Horizon

#### Opportunities:

**Sustainable Monetization Models:** The rise of micro-transactions, subscription models, and fan-supported content creation offers creators sustainable avenues to monetize their craft (Teece, 2019).

**Cultural Exchange and Education:** Digital platforms will facilitate deeper cross-cultural exchanges. Furthermore, educational initiatives can leverage pop culture to impart traditional knowledge, language skills, and regional history in engaging ways (Ito et al., 2019).

#### Challenges:

**Digital Divide and Accessibility:** While urban centers will witness rapid digital advancements, ensuring equitable access to rural and underserved communities will remain a significant challenge (United Nations, 2022).

**Cultural Appropriation vs. Appreciation:** As Southeast Asian elements gain global prominence, navigating the fine line between appropriation and genuine appreciation will be crucial (Kim, 2021).

**Regulation and Censorship:** As digital content gains traction, governments may face dilemmas in balancing creative freedoms with perceived societal norms and values. Striking this balance will be crucial to ensuring a thriving, yet respectful, digital pop culture ecosystem (Global Digital Policy Council, 2022).

In conclusion, while the future holds immense promise, it is also rife with complexities. By being proactive, adaptive, and sensitive to both regional intricacies and global dynamics, Southeast Asia can further solidify its position as a leading force in the global digital pop culture narrative.

## 8. CONCLUSION

### SOUTHEAST ASIA'S DIGITAL POP CULTURE - A GLOBAL CATALYST

As we have journeyed through the intricate tapestry of Southeast Asia's digital pop culture landscape, several themes emerge that not only underscore the regional significance but also its global implications. The dynamism of this region, with its blend of traditions and innovative digital trends, stands as a testament to the transformative power of culture and technology.

#### 8.1 Revisiting Global Significance

**Southeast Asia as a Cultural Epicenter:** Beyond its borders, Southeast Asia's digital pop culture phenomena have garnered international acclaim, resonating with diverse audiences and influencing global trends. The unique blend of regional idiosyncrasies and modern digital influences creates a compelling narrative that transcends geographical constraints (Iwabuchi, 2020).

**Digital Diplomacy:** In an era of digitization, Southeast Asian countries have leveraged pop culture as a form of soft power, fostering international relationships, and promoting cultural understanding. The widespread dissemination of regional content, from music to art, serves as a bridge, fostering cross-cultural dialogues and collaborations (Nye, 2021).

#### 8.2 Stakeholders: Navigating an Evolving Terrain

**Educators and Academicians:** The onus is on educational institutions to integrate these cultural phenomena into curricula, fostering critical engagement and preparing students for a world where digital and cultural literacy is paramount (Jenkins, 2020).

**Creators and Innovators:** Artists, musicians, and other content creators have the dual responsibility of preserving regional identities while pushing the boundaries of innovation. Their work, often at the intersection of tradition and modernity, sets the tone for the region's cultural future (Anderson, 2019).

**Policymakers and Regulators:** With the rapid growth of digital platforms and the dissemination of content, there arises the challenge of regulation. Balancing creative freedoms with societal norms, values, and national interests will be a delicate endeavor (Lessig, 2021).

**The General Public:** As consumers and disseminators of content, the public plays a pivotal role. Their engagement, feedback, and patronage drive the trends and, in many ways, dictate the trajectory of digital pop culture (Shirky, 2019). In summation, Southeast Asia's tech-powered pop culture is not merely a regional phenomenon – it is a global movement. The synergy of technology and culture from this region offers a glimpse into the future of global pop culture. For all stakeholders, understanding, respecting, and navigating this landscape with care will be paramount in ensuring its sustainable and inclusive growth.

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