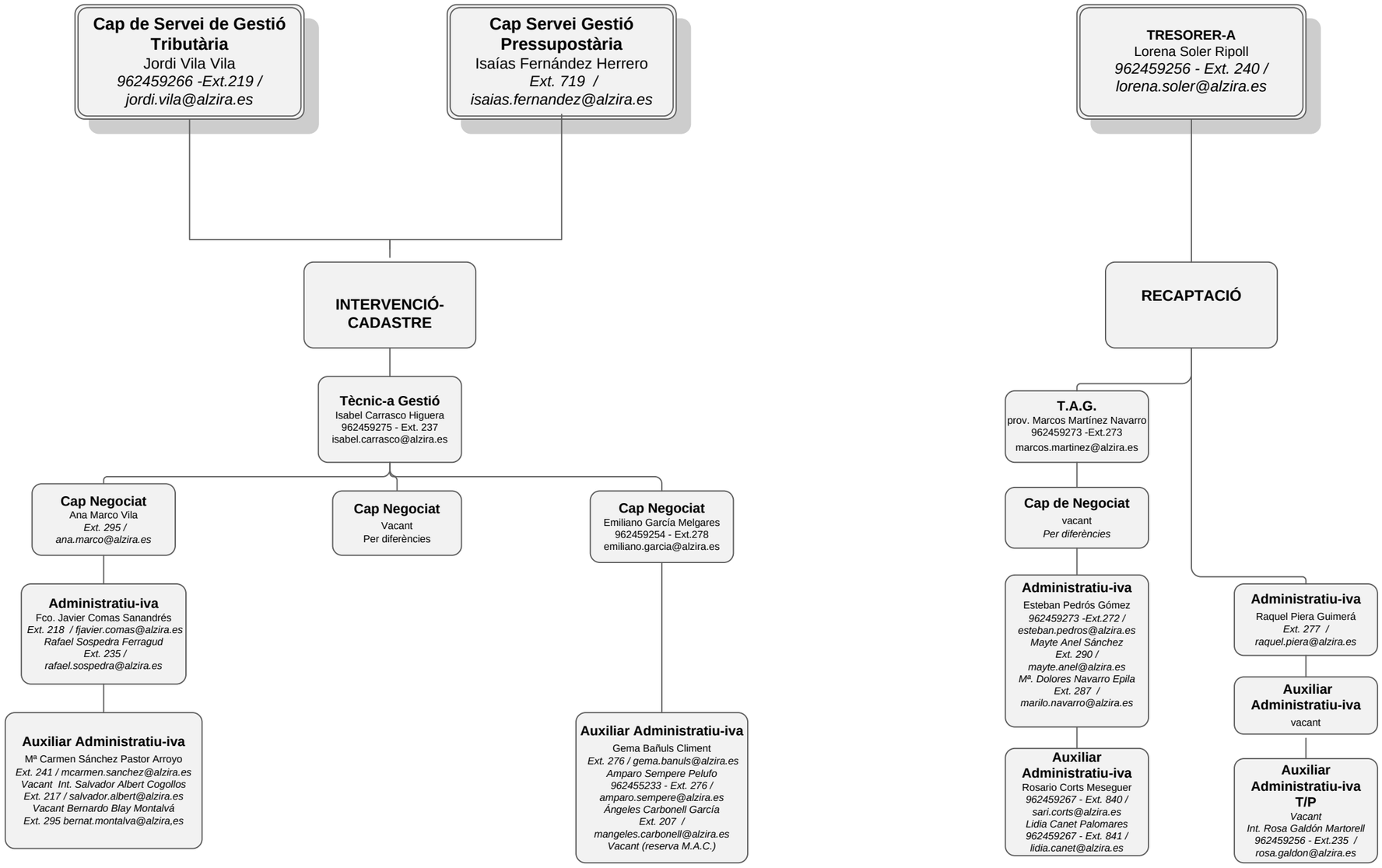Àrea Econòmica