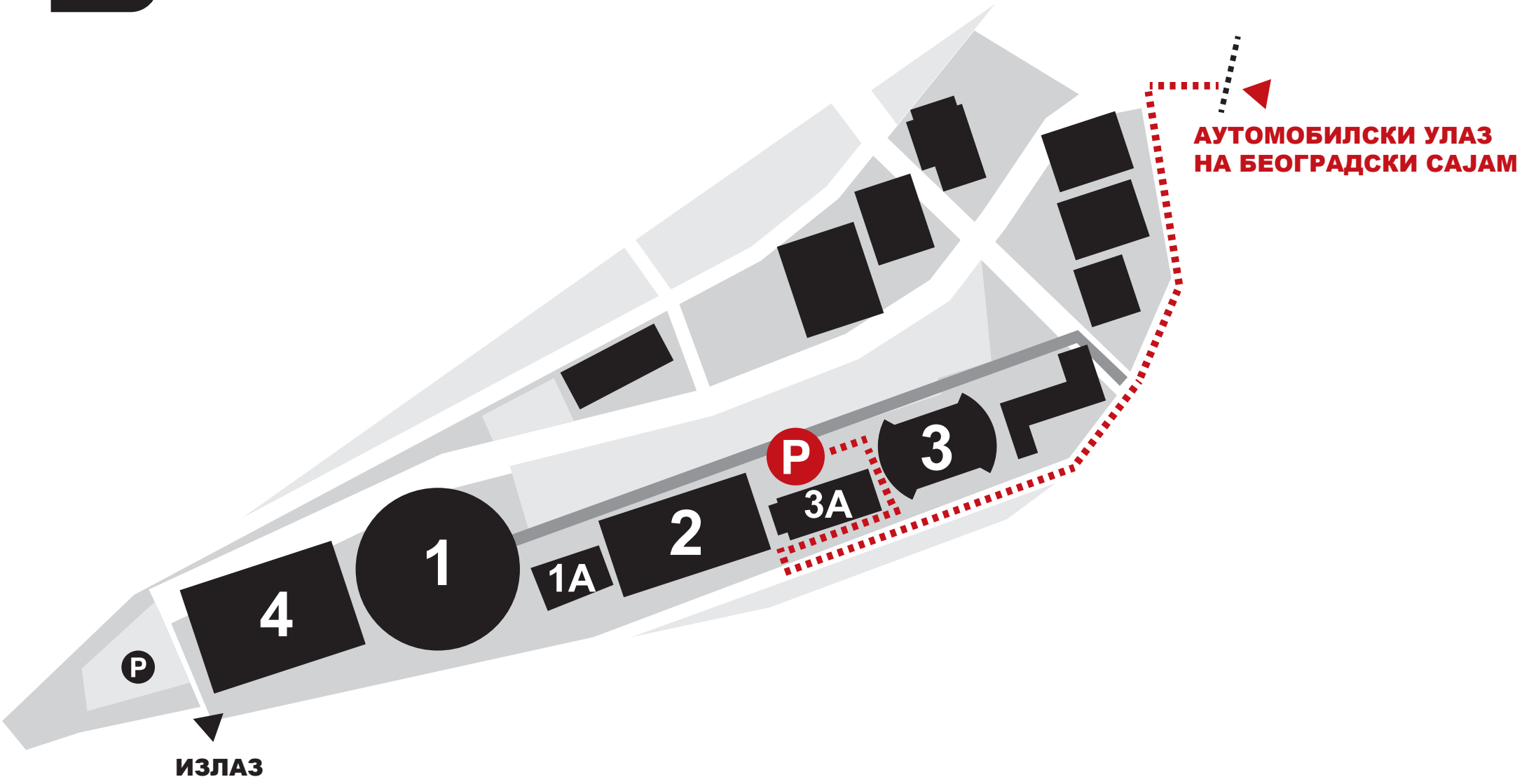БЕОГРАДСКИ САЈАМ