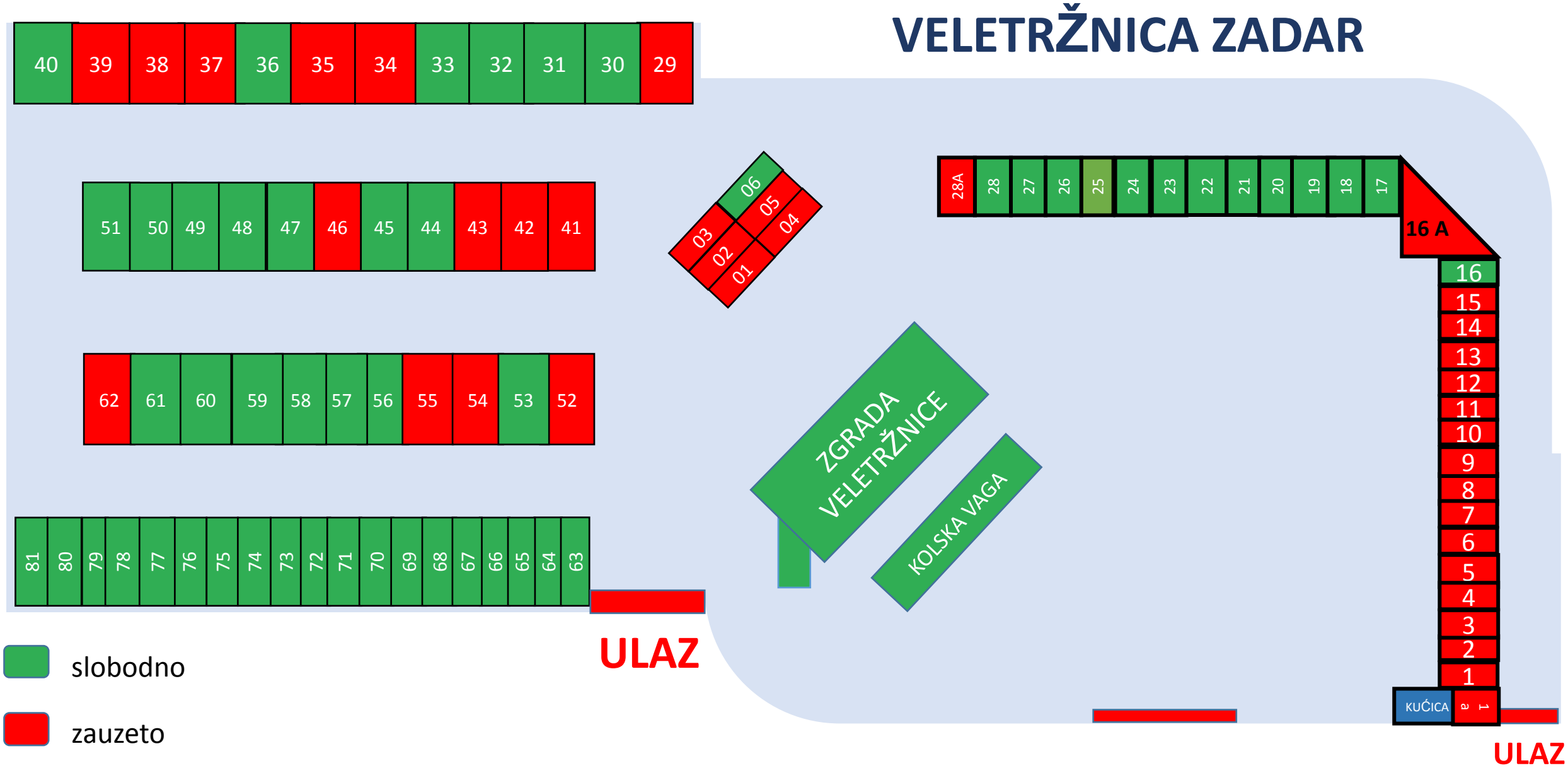VELETRŽNICA ZADAR