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**From:** Gino Yu [REDACTED]  
**Sent:** Thursday, October 20, 2016 1:59 AM  
**To:** jeffrey E.  
**Subject:** Re:

In tulum now. Didn't realize it was so=close to Havana. Can stop by on Friday if Alex would like to meet. Can talk=to him about the events.

Let me know.

Gino

Sent from m= iPhone

On Oct 15, 2016, at 9:29 AM, Gino Yu [REDACTED] wrote:

Hi Jeffrey,

Sorry. Was hoping t= get the document together before leaving on this current trip, but family e=ents took priority (I'm gone for nearly a month and won't b= back in HK until November 9th).

I am putting together a writeup for the Conference (n=w calling it "From Known to New"). In addition to n=uroscience, creativity, and innovation, I also plan to include TransTech an= how technologies can be used to aide learning and creative development. &n=sp;When you mentioned Alex Castro's possible involvement, It made m= think beyond an academic conference as there are real needs and opportunit=es related to innovation.

=div class="">I am also looking to put together a 2-3 day workshop beforeh=nd for business and creative professionals on creativity and innovation. &n=sp;With Cuba now opening up, there must be interest in developing entrepren=urship and business culture that promote personal development (people). &nb=p;This would be targeted at "lay-people," creatives, and en=repreneurs.

While=at the WKF in Seoul, I ended up moderating a speaker that did a branding ca=paign for Canada that was quite unique. <http://www.logodesignlove.c=m/canada-rebrand-bruce-mau> <<http://www.logodesgnlove.com/canada-rebrand-bruce-mau>> and [http://news.nationalpost.com/news/canada/canada-redesigned-u-s-public-radio-program-rebrands-the-great-white-north](http://news.nationalpost.com/news/canada/can=da-redesigned-u-s-public-radio-program-rebrands-the-great-white-north) <<http://news.nationa=post.com/news/canada/canada-redesigned-u-s-public-radio-program-rebrands-th=great-white-north>> . &=bsp;They will also give a talk and put together something for branding Cuba=for the 22nd Century.

Apologies.

gino

On 15 Oct 2=16, at 2:41 AM, jeffrey E. <[jeevacation@gmail.com](mailto:jeevacation@gmail.com) <<mailto:jeevacation@gmail.com>>> wrote:

cuba?

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please note

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JEE

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