

---

**From:** J <jeevacation@gmail.com>  
**Sent:** Monday, February 24, 2014 3:21 PM  
**To:** [REDACTED]  
**Subject:** Re: Sheikh Mohammed

Yes , tell him you are my good friend , everything will be easy

Sent from my iPad

> On Feb 24, 2014, at 11:12 AM, "Joi Ito" [REDACTED] wrote:

>

> Great! Thanks!

> -----Original Message-----

> From: Sultan Bin Sulayem [REDACTED]

> Date: Mon, 24 Feb 2014 18:56:31

> To: [REDACTED]

> Cc: Epstein Jeffrey<jeevacation@gmail.com>

> Subject: Re: Sheikh Mohammed

>

> Dear Joichi

> This is great news I already informed Shaikh Mohammed about you the first time I met you and he was Very impressed with your manufacturing concept in Dubai .

> So if you have the opportunity mention it to him briefly yourself

>

> Sultan

>

> Sent from my iPhone

>

>> On Feb 24, 2014, at 6:44 PM, Joi Ito [REDACTED] wrote:

>>

>> Any advice? From my team:

>>

>> 11am meeting about Dubai 2020. We have been informed by the Dubai 2020 organizer, Her Excellency Reem Ebrahim Al Hashimi, the head of the Dubai 2020, that his Highness Sheikh Mohammed, the ruler of Dubai, may be joining this meeting. It's great news. Please dress conservatively ( a suit and possibly even a tie) and be prepared for this possibility. Whether it's just Reem or Reem and Sheikh Mohammed, we have been advised to listen as much as possible to what they wish to accomplish, rather than "present". Joi will lead the conversation from our end. The meeting may start at 11:30 or 12:00 if Sheikh Mohammed is joining us, so stay tuned!

>>

>>

<?xml version="0" encoding="UTF-8"?>

<!DOCTYPE plist PUBLIC "-//Apple//DTD PLIST 1.0//EN" "http://www.apple.com/DTDs/PropertyList-1.0.dtd">

<plist version="0">

<dict>

<key>date-last-viewed</key>

<real>0.0</real>

<key>date-received</key>

<real>1393255285</real>

```
<key>flags</key>
<integer>8590195713</integer>
<key>gmail-label-ids</key>
<array>
  <integer>18</integer>
  <integer>21</integer>
</array>
<key>original-mailbox</key>
<string>imap://jeevacation@imap.gmail.com/%5BGmail%5D/All%20Mail</string>
<key>remote-id</key>
<string>391597</string>
</dict>
</plist>
```