
From: Anas Alrasheed <[REDACTED]>
Sent: Wednesday, October 18, 2017 11:21 AM
To: jeffrey E.
Subject: Re:

the essence of the proposal is to improve the profile of KSA internationally and help the international community to understand and demystify KSA. KSA now has new leadership young and ambitious. It will act and reflect as a new platform to deepen the conversation and broaden the thinking for KSA globally for better perception under the new leadership.

Touchline seeks to become a strategic partner to the Kingdom of Saudi Arabia, fulfilling a wide range of roles. We see an opportunity to:

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- Foster global understanding of – and engagement with – the Kingdom, through world-class content creation and delivery
 - Raise the profile of the Kingdom and promote Saudi Arabia as a tourism destination
 - Emphasise Saudi Arabia as a preferred hub for trade, business and investment
 - Highlight and support the Kingdom's emergence as a centre for arts and culture
- =div style="color:rgb(69,69,69)">• Educate an international audience as to the Kingdom's capacity for religious understanding and tolerance
- =80 Celebrate the talent and achievement of Saudi nationals, and in particular the spirit of entrepreneurship cultivated by the government and embraced eagerly by the country's youth
- Foster national pride and unity among the people of Saudi Arabia, and in particular its young people

We can help recalibrate the Kingdom's image in the international consciousness, establishing Saudi Arabia as an ally, an innovator, and an active participant in the global conversation.

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Saudi Arabia is writing an inspiring new chapter in its history.

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On Wed Oct 18, 2017 at 1:10 PM, jeffrey E. <jeevacation@gmail.com> wrote:

Do you know the essence of the proposal? I'm hoping to see you and your home in late November does 28th work?

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JEE

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