

**To:** jeevacation@gmail.com[jeevacation@gmail.com]  
**From:** Isabel Maxwell  
**Sent:** Mon 10/18/2010 5:55:25 AM  
**Subject:** personal WEF MENA

Dear Jeff,

I've been invited to be a panelist at the distinguished World Economic Forum MENA in Marrakech this month (as you can see from the invitation email below) but despite my very best efforts I have been unable to raise the necessary funds to go as this is a very important opportunity for me - They have been unwilling inspite of their invitation, to lessen their fees so I am in need of a total of \$7,000 to go.

Would there be any chance at all that you would be willing/able to help me with this, otherwise I will simply be unable to go? If so, I will need to give a credit card to them by Tuesday latest.

Thanks for even considering this-  
Yours,

Isabel

On Monday, October 4, 2010, <[REDACTED]> wrote:  
Dear Isabel,

I look forward to meeting you in Marrakech. We would be delighted if you could join us as panellist in the below session of the official programme.

Please let me know if this of interest.

All the best,

Mirek

Miroslav (Mirek) Dusek  
Associate Director  
Middle East and North Africa

World Economic Forum  
91-93 route de la Capite  
CH-1223 Cologny/Geneva

Visit our website at <http://www.weforum.org>

The Next Innovation Drive: Low Carbon or Low Cost?  
Wednesday 27 October 17:00 - 18:30  
Palmeraie Congress Centre, Oliveraie

Energized by expanding emerging markets, advances aimed at lowering the cost of technology and services are challenging the prominence of low-carbon innovation.

Which of the innovation drives will define the order of business strategy in the coming decade?

The session will include:  
Discussion Leaders

Helmy Abouleish \*\*, Vice-Chairman and Managing Director, Sekem Group,  
Egypt

David Appia \*\*, Ambassador of France for International Investment;  
Chairman and Chief Executive Officer, Invest in France Agency, France

Bashar Arafah \*, Chief Commercial Officer, Zain, Kuwait

Isabel S. Maxwell, President Emerita, Commtouch; President, Blue World Alliance, USA

Francesco Serafini \*\*, Executive Vice-President for Emerging Markets, Hewlett-Packard Company,  
Switzerland

--

Isabel Maxwell  
Director



**Israel Venture Network**

<http://www.israelventurenetwork.org>

*Investing in Entrepreneurship, Israel Venture Network (IVN) strives to promote sustainable social change in Israel by strengthening education and the economy in the geographic and social periphery, through scalable models. IVN is a network of business executives, corporations and philanthropists in Israel and the United States, bridging gaps in Israel through hands-on venture philanthropy.*