
From: Gino Yu <[REDACTED]>
Sent: Saturday, October 15, 2016 2:30 PM
To: jeffrey E.
Subject: Re:

Hi Jeffrey,

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

I am putting together a writeup for the conference (now calling it "From Known to New"). In addition to neuroscience, creativity, and innovation, I also plan to include TransTech and how technologies can be used to aid learning and creative development. When you mentioned Alex Castro's possible involvement, it made me think beyond an academic conference as there are real needs and opportunities related to innovation.

I am also looking to put together a 2-3 day workshop beforehand for business and creative professionals on creativity and innovation. With Cuba now opening up, there must be interest in developing entrepreneurship and business culture that promote personal development (people). This would be targeted at "lay-people," E2 creatives, and entrepreneurs.

While at the WKF in Seoul, I ended up moderating a speaker that did a branding campaign for Canada that was quite unique. <http://www.logodesignlove.com/canada-rebrand-bruce-mau> and <http://news.nationalpost.com/news/canada/canada-redesigned-u-s-public-radio-program-rebrands-the-great-white-north>. They will also give a talk and put together something for branding Cuba for the 2nd Century.

I'm running a workshop tomorrow and am in meetings all day today here at TransTech. Will try to get this writeup together for you ASAP.

Apologies.

gino

On 5 Oct 2016, at 2:41 AM, jeffrey E. <jeevacation@gmail.com> wrote:

cuba?

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please note

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