

SUPPORTING DOCUMENTS AND BREAKDOWN FOR MARRAKECH WEF TRIP

**FORUM FEE FOR WEF MENA IN MARRAKECH**

[MiddleEast@weforum.org](mailto:MiddleEast@weforum.org) **RE PAYMENT OF FORUM FEE**

to Isabel Maxwell, 2401 Ramble Pacific St, Malibu, CA 90265 USA

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## World Economic Forum on the Middle East and North Africa Marrakech, Morocco 26-28 October 2010

### *Purpose, Resilience and Prosperity*

Dear Ms Maxwell,

Please note that according to our accounting department your participation fee for the World Economic Forum on the Middle East and North Africa, 26-28 October 2010, remains unpaid. **It is \$3,500 U.S.**

If the amount has already been paid, please forward us your proof of payment.

To avoid setbacks at the registration desk, please send us your credit card details should you wish to have the amount debited directly, or please make sure the amount is transferred to our bank account. Our bank account details are:

Bank name: UBS AG, Postfach, CH-8098 Zurich, Switzerland

\$

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Account name: World Economic Forum

Thank you for your understanding. We look forward to welcoming you in Marrakech.

Kind regards,

André Schneider  
Managing Director,  
Chief Operating Officer

Sherif El Diwany  
Director,  
Head of Middle East and North Africa

For any questions regarding your invoice, please contact our accounting department by telephone at

### **Supporting Letter re Fee Reduction to \$3,500 (from \$6,000)**

[Redacted]

to Rim.Lemseyeh, me, isabel.maxwell, Sherif.EIDiwany

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Dear Isabel,

Thanks for the prompt reply. I look forward to the opportunity to have you for the session. **Please note that as an alumnus of the Technology Pioneer community of the Forum, we are able to apply the discounted participation fee of 3,500 USD.**

All the best, Mirek

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

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

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

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**Supporting Letter re Initial Invitation to Speak at the WEF:**

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

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**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

**Isabel S. Maxwell, President, Blue World Alliance, USA**

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

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

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## CONFIRMATION OF HOLDING HOTEL RESERVATION FOR PAYMENT

----- Forwarded message -----

From: PublicisLive <[REDACTED]>  
 Date: Thu, Sep 23, 2010 at 11:29 PM  
 Subject: [WEF MENA 2010] **Online Hotel Reservation : Ms Isabel S. Maxwell**

Dear Ms Maxwell, PublicisLive tracking code : MAR710

This is an automatic notification of your hotel reservation request made on the website : [REDACTED]

Subject : World Economic Forum on the Middle East and North Africa  
 Request Reference : MAR1009240829710MI  
 Date : 24/09/2010 at 08:29:19

THIS IS NOT A RESERVATION CONFIRMATION.  
 THE FINAL CONFIRMATION WILL BE SENT BY PUBLICISLIVE  
 Hotel : Palmeraie Village 1 Room : Apartment  
 From : 25 October 2010 to 29 October 2010  
**Amount : 800 EUR**

Best regards,  
 Reservation Centre PublicisLive [REDACTED]




World  
 on the Middle East  
 Marrakech, 26-

Login

Welcome

Personal details

Accommodation

Re

[Top of Form](#)

Dear Isabel S. Maxwell,

Your registration is currently managed by our Reservation Centre

If you wish to amend your registration details or your accommodation request, please contact us by phone or by email.

Best Regards,

The Reservation Centre

PublicisLive

Email: [REDACTED]

Bottom of Form

E-mail: [REDACTED]

**TRAVEL DETAIL FOR MS MAXWELL LOS ANGELES- MARRAKECH-ISRAEL-LOS ANGELES \$2669.00 PAID FOR BY SPONSOR, DAN GOULD - SEE BELOW**

**Fiona Jenkins - Assistant Team Leader**  
Liberty Travel 7th and Flower

661 S Flower St,  
Los Angeles, CA 90017

**THINK GREEN:** *Please consider the environment before printing this email.*

On Tue, Oct 19, 2010 at 6:20 PM, Dan Gould <[REDACTED]> wrote:  
I approve as long as Isabel likes the schedule.

On 10/19/10 6:19 PM, Jenkins, Fiona wrote:

Thank you for booking with Liberty Travel. Please see below Essential Travel Guide, Itinerary and attached Invoice for your booking.

**We require an email response to complete your travel booking**, to acknowledge that you confirm that the dates, times, and travelers names are spelled correctly, you authorize to have the credit card on file ending with credit card numbers 4505 charged for the amount of \$ 2669 for the purpose of payment for these travel arrangements made with Liberty Travel for self and accompanying travelers and agree and to be bound by the conditions of the Invoice, Itinerary, and Essential Travel Guide.

*By responding to the email you are also confirming the information below:*

**FULL NAME:** Daniel Gould

**BILLING STATEMENT ADDRESS:** [REDACTED]

**CONTACT PHONE NUMBERS:** [REDACTED]

Please also provide alternate or emergency contact information whilst traveling if different then the contact details already provided. **This booking will ONLY be finalized upon receipt of this email prior to expiration of booking and will confirm via email your purchase price and itinerary. Until such time, we cannot guarantee the prices and availability of travel booking.**

PLEASE RESPOND BY: 6.30pm am/pm local time on today Oct 19 2010 to purchase your travel booking.

Please note that we verify name and address for all of our credit card clients with your issuing bank to confirm identity and to protect the cardholder.

SALES PERSON: TA

ITINERARY

DATE: 19 OCT 10

TO: ISABEL MAXWELL [REDACTED]

265 USA