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**From:** [REDACTED]  
**Sent:** Thursday, July 11, 2024 5:12 PM  
**To:** [REDACTED]  
**Subject:** Intro to CEO Richard Attias

Hi, [REDACTED]: how are you? It has been a moment since our paths crossed. I hope you're having a nice summer.

I thought of you as I started working with a CEO I thought you would be keen for an introduction to: [Mr. Richard Attias](#), CEO of the thinktank Future Investment Institute (FII).

Through FII's extensive research and convening power, Richard works with global leaders including Heads of State to devise and pursue innovative, bold and disruptive solutions to global healthcare challenges, including vaccine access and increasing prevalence of communicable diseases. He is focused on how to improve and expand access to healthcare across the globe, especially in light of the opportunities presented by new and emerging technologies and our increasing vulnerability to pandemics. That includes:

- Leveraging new applications of technology, such as AI, robotics, and research to improve healthcare access, quality and efficiency and help communities better manage health risks post-Covid.
  - This includes Digital and AI-based solutions that can mitigate the distribution of substandard and falsified medicines, particularly in low- and middle-income countries.
- Strategies the global community can employ to address key issues like vaccine apartheid amid concerns of the bird flu becoming another pandemic.
- How to unlock greater investment and innovation in sanitation infrastructure for global health, including leveraging private-public partnerships.
- Emerging diseases caused by climate change and the need for policies that consider both human health and the well being of the planet's animals and ecosystems.

Let me know if a conversation might be of interest. I'd be happy to further coordinate.

My best,

[REDACTED]

[REDACTED]

An Inc. 5000 Fastest-Growing Company

[REDACTED]



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**From:** [REDACTED]  
**Sent:** Thursday, July 11, 2024 5:10 PM  
**To:** [REDACTED]  
**Subject:** Intro to CEO Richard Attias

[REDACTED]: how are you? It has been a moment since our paths crossed. I hope you're having a nice summer.

I thought of you as I started working with a CEO I thought you would be keen for an introduction to: [Mr. Richard Attias](#), CEO of the thinktank Future Investment Institute (FII).

Through FII's extensive research and convening power, Richard works with global leaders including Heads of State to devise and pursue innovative, bold and disruptive solutions to global healthcare challenges, including vaccine access and increasing prevalence of communicable diseases. He is focused on how to improve and expand access to healthcare across the globe, especially in light of the opportunities presented by new and emerging technologies and our increasing vulnerability to pandemics. That includes:

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  - This includes Digital and AI-based solutions that can mitigate the distribution of substandard and falsified medicines, particularly in low- and middle-income countries.
- Strategies the global community can employ to address key issues like vaccine apartheid amid concerns of the bird flu becoming another pandemic.
- How to unlock greater investment and innovation in sanitation infrastructure for global health, including leveraging private-public partnerships.
- Emerging diseases caused by climate change and the need for policies that consider both human health and the well being of the planet's animals and ecosystems.

Let me know if a conversation might be of interest. I'd be happy to further coordinate.

My best,

[REDACTED]

[REDACTED]  
An Inc. 5000 Fastest-Growing Company  
[REDACTED]



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**From:** [REDACTED]  
**Sent:** Thursday, July 11, 2024 4:40 PM  
**To:** [REDACTED]  
**Subject:** Intro to CEO Richard Attias

[REDACTED]: I hope this finds you well.

I've started working with a CEO/visionary I thought you would be keen to meet - Mr. Richard Attias.

You may be familiar as he is the CEO of the thinktank, Future Investment Institute (FII), and serves as an advisor to Heads of State, business executives and civic leaders looking to effect change. He was also founder and former CEO of Publicis Events Worldwide and served as the Executive Producer of Davos WEF for over a decade.

Richard has created or produced more than 2000 events over the past 30 years, including WEF's Annual Meeting at Davos, the Clinton Global Initiative, Nobel Laureates Conferences, The New York Forum, The African Cup, and Bloomberg New Economy Forum to Future Investment Initiative (FII). He is passionate about driving positive change and addressing major global challenges, like AI, access to healthcare, and sustainability, often via public-private partnerships that prioritize innovation and bold thinking and by leveraging his extensive network. Notably:

- Away from his work, Richard has a fascinating personal story. He was born into a Jewish family in Fez, Morocco and went on to graduate as a civil engineer, also gaining a Masters in Maths and Physics from Paris University.
- His career, which has taken him to France, Japan, Switzerland, Dubai and New York, initially began at IBM, where he quickly rose up the ranks before going on to found several organizations.
- Adept at taking risks, Richard has achieved success beyond borders. He sold his first company to Publicis in 1998 and went on to join its board and head international events, which is how he came to produce WEF at Davos for 15 years.
- As a citizen of the world heading a nonprofit whose sole mission is to positively impact humanity, Richard believes in economy and investment as tools to ensure peace and prosperity for all. Through convening world and business leaders and hosting influential dialogue—Richard's strong suit—he hopes to promote people and countries with an inclusive vision.

I thought you would be eager to meet him and learn about his method and approach to consulting and leading across these wide ranging global issues.

Please let me know if this would be of interest.

Best,

[Redacted]

[Redacted]

An Inc. 5000 Fastest-Growing Company

[Redacted]



*This material is distributed by Prosek Partners on behalf of FII Institute. Additional information is available at the Department of Justice, Washington, DC.*

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**From:** [REDACTED]  
**Sent:** Thursday, July 11, 2024 4:33 PM  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Richard Attias for Forbes Healthcare 2024

Good afternoon,

I'm getting in touch per [REDACTED] and [REDACTED] recommendation as we work with a CEO that we thought would be an excellent addition to your 2024 Healthcare Summit Agenda.

Mr. Richard Attias is the CEO of the thinktank/non-profit, Future Investment Institute (FII), was founder and former CEO of Publicis Events Worldwide and served as the Executive Producer of Davos WEF for over a decade.

Through FII's extensive research and convening power, Richard currently works with global leaders including heads of state to devise and pursue innovative, bold and disruptive solutions to global healthcare challenges. In speaking with your team, I understand his focus areas align well with your programing.

Fueled by proprietary data, Richard can speak to:

- How to best leverage new applications of technology, such as AI and robotics, research to improve health equity worldwide
- Strategies to address key issues like vaccine apartheid, particularly amid concerns of the bird flu and other pandemics
- Opportunities to unlock greater innovation in sanitation infrastructure for global health, including through private-public partnerships
- Emerging diseases caused by climate change
- The need for policies that consider both human health and the wellbeing of the planet's animals and ecosystems

We would welcome the opportunity to further discuss where and how Mr. Attias may fit into this year's agenda as you begin to build your content and programming. Please let us know if you would be interested in setting up a call to further discuss.

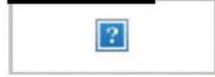
Thank you for your time and consideration,

[REDACTED]

[REDACTED]

An Inc. 5000 Fastest-Growing Company

[REDACTED]



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**From:** [REDACTED]  
**Sent:** Thursday, July 11, 2024 3:26 PM  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Prosek / Concordia Connect re: Richard Attias @ Thu, Jun 27, 2024 10:30am – 11:00am (GMT-04)

Hi [REDACTED] – Thanks for your patience here. Please see below for Richard’s topics of interest and potential talking points for consideration. Happy to hop on a call to discuss further as you evaluate where Richard might fit into your programming.

Looking forward to continuing the conversation.

Thanks,

[REDACTED]

+++

**Shift to the South: The investment case for a region overlooked**

Global attention has shifted away from the global south, including Africa and poorer South American and Asian countries. Alongside this, many better-developed South American countries – especially Argentina – are experiencing some very significant economic challenges, limiting their ability to support poorer countries in their region. Several Western countries have also cut their aid budgets in the last ten years, including the US and UK, the two biggest donors of international aid. In this context, Richard Attias can elaborate why it’s crucial we don’t forget about our collective mission and responsibility to level up the global south, discussing how the global community can harness private capital investment – including from Western nations and the Middle East. He can also explore the sectors for prioritization, including sustainability given COP and the G20 are both being held in South America, in order to achieve meaningful change.

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**AI’s Double-Edged Sword: The challenges and opportunities of advanced technology**

Richard Attias has long considered the implications of increased adoption of AI and the need for targeted investments in advanced technologies to address bottlenecks in healthcare, education and the climate crisis. He can discuss challenges and solutions of ethical and sustainable AI integration given the multi-faceted nuances of the AI explosion – a double-edged sword for humanity. He and other panelists (or as moderator) could delve into:

- Using AI in developing countries, specifically in the global south to address the lack of healthcare professionals, educators and frontline workers

- How the fragmented regulatory environment had made AI integration challenging on a global scale and what the future intersection of policy and progress may look like
- The various cultural divides that put stress on universal technology, specifically in language-based AI programs

+++

#### **Adapting for a future of equitable health against evolving threats**

Richard can discuss the evolving landscape of global healthcare in a post-COVID world, sharing insights from his work with heads of state and global leaders to devise and pursue innovative, bold and often disruptive solutions. Fueled by proprietary data collected to assess the readiness and vulnerability of communities to handle emerging pandemic and health system threats, Richard can speak to:

- How to best leverage new applications of technology, such as AI and robotics, and research to improve health equity
- Strategies to address key issues like vaccine apartheid, particularly amid concerns of the bird flu and other pandemics
- Opportunities to unlock greater innovation in sanitation infrastructure for global health, including through private-public partnerships
- Emerging diseases caused by climate change
- The need for policies that consider both human health and the wellbeing of the planet's animals and ecosystems

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#### **Fueling the Future: The intersection of policy and investment to fuel energy innovation**

To address the growing climate crises there must be a meaningful intersection of policy, investment, innovation and global community to drive lasting change. Richard can discuss the opportunities for technology-driven solutions that reduce greenhouse gasses, secure sustainable food supply chains and manage the impact of climate change with alternative energy sources. Other topics may include:

- Differentiating investments beyond decarbonization which makes up over 90% of current climate finance initiatives despite the slow movement towards Net Zero. These differentiated investments could include relocating and retrofitting infrastructure and other adaptation techniques as technology progresses.
- How companies can pursue technology-driven projects, such as world mapping (which creates geometric representations of entire languages through machine learning techniques) to enable a smooth energy transition and sustainable future
- Why the collective momentum and demand for change across companies, investors and citizens has yet to be leveraged at scale (estimates put green share of global stimulus between .2-.4%)

+++

[REDACTED]

[REDACTED]



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**From:** [REDACTED]

**Sent:** Monday, July 8, 2024 1:15 PM

**To:** [REDACTED]  
**Cc:** [REDACTED]

**Subject:** Re: Prosek / Concordia Connect re: Richard Attias @ Thu, Jun 27, 2024 10:30am – 11:00am (GMT-04)

Fantastic, thank you!

On Mon, Jul 8, 2024 at 1:13 PM [REDACTED] wrote:

Thanks [REDACTED] – hope you had a great holiday as well! Yes, we are planning to share some additional information with you shortly. Will be in touch and looking forward to continuing the conversation.

Thanks,

[REDACTED]

[REDACTED]

[REDACTED]



---

**From:** [REDACTED]

**Sent:** Monday, July 8, 2024 1:01 PM

**To:** [REDACTED]

**Cc:** [REDACTED]

**Subject:** Re: Prosek / Concordia Connect re: Richard Attias @ Thu, Jun 27, 2024 10:30am – 11:00am (GMT-04)

Hi [REDACTED],

I hope you had a great 4th of July! I just wanted to check in and see if you could provide some more information on what Richard is capable of speaking on (Investing in Africa on the topics of education, AI / robotics / tech, and healthcare) so that I can share it with my Programming team.

Also if there are any other clients interested in engaging with Concordia, I'd be happy to connect and discuss it further.

Thank you,

[REDACTED]

On Tue, Jun 25, 2024 at 5:17 PM [REDACTED] > wrote:

Completely understand [REDACTED], appreciate the clarification. Looking forward to exploring the options on Thursday!

Thanks,

[REDACTED]

[REDACTED]

[REDACTED]



---

**From:** [REDACTED]  
**Sent:** Tuesday, June 25, 2024 5:15 PM  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Re: Prosek / Concordia Connect re: Richard Attias @ Thu, Jun 27, 2024 10:30am – 11:00am (GMT-04)

Hi [REDACTED],

Speaking is not contingent on a sponsorship, however it does allow for a deeper engagement which includes co-designing a programming session. It also comes with a year-round membership. This year-round component allows Concordia to achieve its mission of partnerships for social impact by working to elevate and advance our partner's work over the 12 month period.

I'm happy to explore both on the call but just wanted to present you with as much information as possible in advance.

Best,

[REDACTED]

On Tue, Jun 25, 2024 at 2:55 PM [REDACTED] > wrote:

Thanks for this [REDACTED]! Appreciate the additional information. To clarify, are all speaking opportunities tied to sponsorship? Would love to discuss earned opportunities as well and can discuss further on Thursday when we connect. We were under the initial impression that there were earned opportunities for high caliber speakers.

Looking forward to speaking this week.

Thanks,

[REDACTED]

[REDACTED]

[REDACTED]



---

**From:** [REDACTED]  
**Sent:** Monday, June 24, 2024 10:37 AM  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Prosek / Concordia Connect re: Richard Attias @ Thu, Jun 27, 2024 10:30am – 11:00am (GMT-04)

Hi [REDACTED]

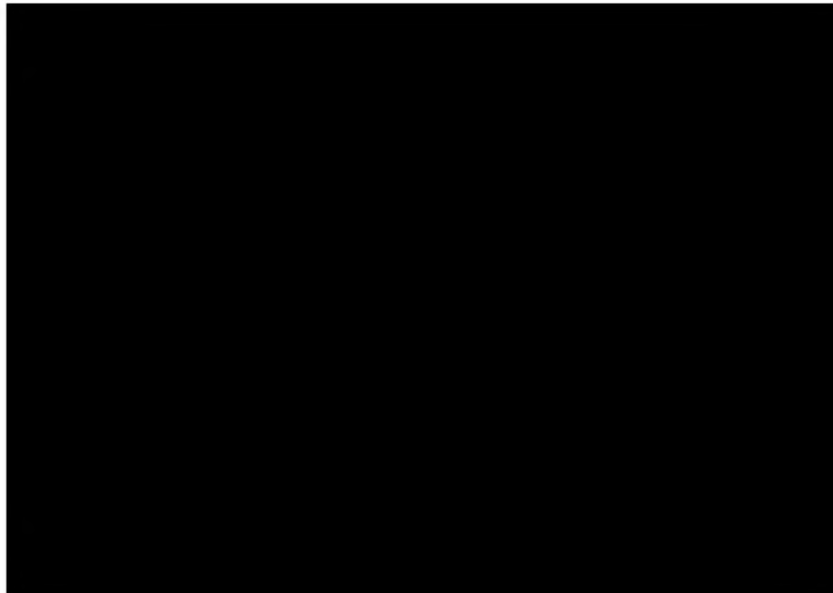
I hope you had a great weekend! In advance of our call later this week I am sharing some relevant information for the Annual Summit. If FII is interested in an elevated level of engagement that allows them to co-design a mainstage session, benefit from a customized communications strategy, and participate in Concordia's year-round events, [this Programming Partnership deck](#) outlines those benefits. I'd be happy to dive deeper into this model during our call.

Below is our most recent speaker announcement. These announcements happen every few weeks and will reflect any new speakers or partners. I have also included our current list of partners and sponsors.

I look forward to speaking with you soon.

Best,

[REDACTED]



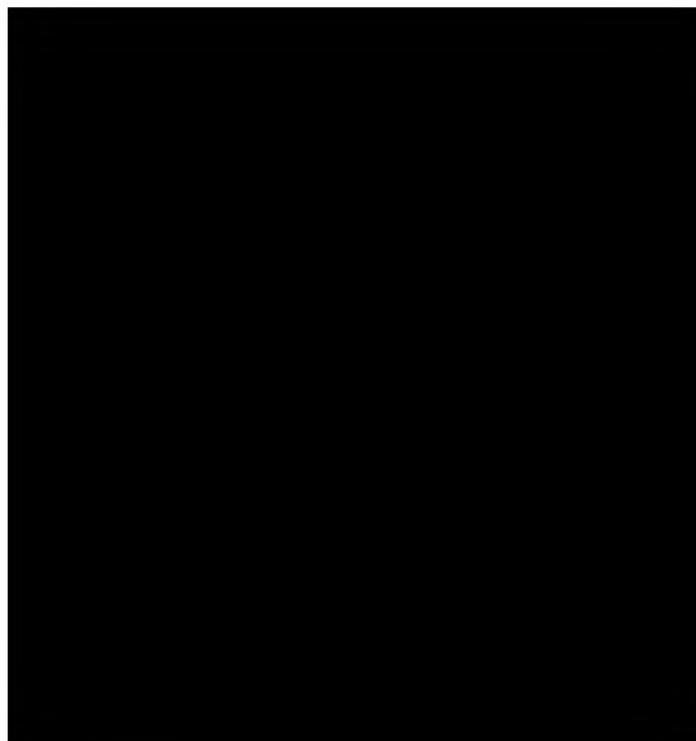


Image removed by sender. Concordia Annual Summit

## **2024 Concordia Annual Summit**

September 23-25, 2024 | Sheraton New York Times Square Hotel



**You're invited** to join the preeminent public-private sector forum alongside the UN General Assembly this September in New York City. Come together with heads of state, policymakers, business executives, NGO leaders, entrepreneurs, and activists for three days of thought leadership, analysis, and debate as we establish market-led solutions to the biggest challenges of our time.

Image removed by sender. Selection of speakers



To participate in the 2024 Annual Summit...



Receive an organizational pass package, the opportunity to host a roundtable, access to the Members' Lounge and the Concordia Connect networking service, invitations to private receptions, and additional year-round membership benefits. See the full list of benefits and email [membership@concordia.net](mailto:membership@concordia.net) for pricing and to express your interest.

[Learn More](#)



Receive a non-transferable pass, access to the Members' Lounge and the Concordia Connect networking service, invitations to private receptions, and additional year-round membership benefits. See the full list of benefits and email [membership@concordia.net](mailto:membership@concordia.net) for pricing and to express your interest.

[Learn More](#)



Gain access to all public programming, entry to the Members' Lounge, and invitations to relevant private roundtables.

[Purchase](#)



Gain access to all public programming and the main networking space.

[Purchase](#)



Collaborate on programming content, promote organizational or executive thought leadership, and elevate brand awareness, in addition to receiving a wealth of year-round membership benefits. Email [partnerships@concordia.net](mailto:partnerships@concordia.net) to learn about our tailored engagement packages for organizations.

[Contact Concordia Partnerships](#)

**\$50 Credential Fee**

Summit Passes will require a \$50 Credential Fee, which contributes to administrative costs relating to registration and security measures at the event, allowing Concordia to invest in enhanced security systems and registration capabilities onsite.

**Student and nonprofit pricing?**

To inquire, please contact [rsvp@concordia.net](mailto:rsvp@concordia.net).



Image removed by sender. Highlights from past<sup>2</sup> annual summits

**Traveling to New York City?**

Summit attendees can take advantage of our exclusive room block at the Sheraton New York Times Square Hotel by booking your stay through Concordia [here](#) before September 4 to receive special rates. The room block runs from September 22 through September 25.

Thanks to United Airlines, we're pleased to invite those of you flying to New York to reserve your flight using [this link](#) and inserting the code **ZPPX361025** to take advantage of our discount. Booking fees are waived, and if you're a MileagePlus Member you'll still earn miles for your travel.

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Manager, Partnerships



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[Redacted]

Manager, Partnerships



[Redacted]

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[Redacted]

Manager, Partnerships



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[REDACTED]  
Manager, Partnerships



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**From:** [REDACTED]  
**Sent:** Thursday, July 11, 2024 3:19 PM  
**To:** [REDACTED]  
**Subject:** RE: For [REDACTED] - Connecting you w/ my colleague on potential article from FII CEO

Hi [REDACTED] – Hope you are having a nice week.

Reaching out with Richard’s drafted byline attached that we discussed below. Open to your feedback and looking forward to hearing from you.

Thanks,

[REDACTED]

[REDACTED]

[REDACTED]



---

**From:** [REDACTED]  
**Sent:** Tuesday, July 2, 2024 10:59 AM  
**To:** [REDACTED]  
**Subject:** RE: For [REDACTED] - Connecting you w/ my colleague on potential article from FII CEO

Absolutely understand. Thanks [REDACTED]. Stay tuned.

[REDACTED]

[REDACTED]



---

**From:** [REDACTED]  
**Sent:** Tuesday, July 2, 2024 10:57 AM  
**To:** [REDACTED]  
**Subject:** Re: For [REDACTED] - Connecting you w/ my colleague on potential article from FII CEO

Hi [REDACTED].  
I'm always open to receiving submissions. As usual, no guarantees until we agree on a draft.  
Thanks,

---

**From:** [REDACTED]  
**Date:** Tuesday, July 2, 2024 at 3:23 PM  
**To:** [REDACTED]  
**Subject:** RE: For [REDACTED] - Connecting you w/ my colleague on potential article from FII CEO

Hi [REDACTED] – Checking in to ensure you are still interested in receiving the draft for your consideration? Know you noted there was no deadline, but it should be ready in the weeks after the fourth of July holiday if you are still interested in receiving.

Thanks,



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**From:** [REDACTED]  
**Sent:** Friday, June 28, 2024 12:12 PM  
**To:** [REDACTED]  
**Subject:** RE: For [REDACTED] - Connecting you w/ my colleague on potential article from FII CEO

Hi [REDACTED],

Just as an update here, Richard is working through a draft of the article, and it is progressing nicely. We will be in touch shortly with a full draft for your consideration.

Thanks,

[REDACTED]

[REDACTED]

[REDACTED]



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**From:** [REDACTED]

**Sent:** Tuesday, June 4, 2024 4:51 PM

**To:** [REDACTED]

**Subject:** RE: For [REDACTED] - Connecting you w/ my colleague on potential article from FII CEO

Thank you. I will be in touch with a draft.

[REDACTED]

[REDACTED]



---

**From:** [REDACTED]

**Sent:** Tuesday, June 4, 2024 4:19 PM

**To:** [REDACTED]

**Subject:** Re: For [REDACTED] - Connecting you w/ my colleague on potential article from FII CEO

Yes. 800 words (share as a Word doc), please.

---

**From:** [REDACTED]

**Date:** Tuesday, June 4, 2024 at 8:36 PM

**To:** [REDACTED]

**Subject:** RE: For [REDACTED] - Connecting you w/ my colleague on potential article from FII CEO

Great thank you [REDACTED].

Final question, do you have a preferred word count for the full article? Want to ensure we communicate the correct parameters.

[REDACTED]

[REDACTED]



---

**From:** [REDACTED]  
**Sent:** Tuesday, June 4, 2024 11:04 AM  
**To:** [REDACTED]  
**Subject:** Re: For [REDACTED] - Connecting you w/ my colleague on potential article from FII CEO

Thanks [REDACTED]. At the author's convenience.  
Best regards,  
[REDACTED]

---

**From:** [REDACTED]  
**Date:** Tuesday, June 4, 2024 at 4:02 PM  
**To:** [REDACTED]  
**Subject:** RE: For [REDACTED] - Connecting you w/ my colleague on potential article from FII CEO

Great, thank you [REDACTED].  
Let us rework a bit so it centers on the issues. Understand this is not the platform to make an announcement and appreciate the feedback.  
When would you like to see a final draft?

Best,  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]



---

**From:** [REDACTED]  
**Sent:** Tuesday, June 4, 2024 10:38 AM  
**To:** [REDACTED]  
**Subject:** Re: For [REDACTED] - Connecting you w/ my colleague on potential article from FII CEO

Thanks [REDACTED],  
This is all interesting—but Commentary is not the right platform to announce an event.  
Happy to consider a piece that focuses on the issues.  
Best regards,  
[REDACTED]

---

**From:** [REDACTED]  
**Date:** Tuesday, June 4, 2024 at 3:17 PM

To: [REDACTED]

Subject: RE: For [REDACTED] - Connecting you w/ my colleague on potential article from FII CEO

Thank you [REDACTED]! [REDACTED], moving you to BCC and thank you for the introduction.

[REDACTED] – It's great to connect and glad that you are familiar with Richard already.

The byline would focus on Richard's concern that with two major wars in the Middle East and Ukraine and domestic issues occupying the time of Western leaders, there is a risk the world's attention is shifting away from long-term goals and mission to level up the global south. This presents a crucial opportunity and need for private investment and capital to help fill this gap. I have included a brief synopsis below:

**Competition for the world's attention never wanes, particularly when there are over 100 active armed conflicts as there are today, but we can't afford to forget about the Global South.**

- Given the conflicts raging across four continents, as well as general geopolitical flux and uncertainty, global attention has shifted away from the global south, including Africa and poorer South American and Asian countries.
- Alongside this, many better-developed South American countries – especially Argentina – are experiencing some very significant economic challenges, limiting their ability to support poorer countries in their region. Several Western countries have also cut their aid budgets in the last ten years, including the US and UK, the two biggest donors of international aid.
- In this context, it's crucial we don't forget about our collective mission and responsibility to level up the global south. In the absence of investment from the International community, we must harness private capital and investment, including from Western nations and the Middle East, if we are to achieve this goal.
- Brazil, as a relative success story within its region and host of the next G20 and COP, will play a really important part in supporting this agenda. That's why FII has convened a global summit in Rio de Janeiro, which will see 1,000 delegates, including investors, CEOs, and world leaders and policymakers, come together to discuss how investing in the ecological transition, technology and innovation, infrastructures, agribusiness and social inclusion can build a new global order that prioritizes dignity for all.

Please do let me know if this angle is of interest? If not quite right, very happy to adjust as needed. Looking forward to discussing as you consider!

Thanks,

[REDACTED]

[REDACTED]

[REDACTED]



---

**From:** [REDACTED]  
**Sent:** Tuesday, June 4, 2024 6:33 AM  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Re: For [REDACTED] - Connecting you w/ my colleague on potential article from FII CEO

Hi [REDACTED],  
Thank you for getting in touch. Richard contributed to the Commentary section before. Happy to consider any new pitches if you share a draft.  
Best regards,  
[REDACTED]

---

**From:** [REDACTED]  
**Date:** Monday, June 3, 2024 at 6:33 PM  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** For [REDACTED] - Connecting you w/ my colleague on potential article from FII CEO

Hi [REDACTED] – Thanks again for all the partnership recently. I wanted to quickly connect you with my colleague [REDACTED], who supports global thinktank [Future Investment Initiative Institute](#) (FII Institute). She works with CEO [Richard Attias](#) (also the founder and former CEO of Publicis Events Worldwide and former Executive Producer of Davos WEF).

He would love the chance to write an article for Fortune outlining his concern that with two major wars in the Middle East and Ukraine and domestic issues occupying the time of Western leaders, there is a risk the world's attention is shifting away from long-term goals and mission to level up the global south. This presents a crucial opportunity and need for private investment and capital to help fill this gap. Will let McKenzie share further details but thought he could share an interesting perspective in an article on this topic.

Thanks!

[REDACTED]

[REDACTED]

[REDACTED]



PRovoke Media's 2023 Global Financial Agency of the Year

## **Amid global flux, we can't lose sight of our mission to level up the global South**

**By Richard Attias**

**Prepared for:** [REDACTED]

It's no secret the world is in a precarious and unstable position – arguably more so than in nearly a century. There are currently more than 100 active<sup>1</sup> armed conflicts worldwide, and Western governments are battling slowing growth and inflation, causing them to turn inwards.

The global south, including more developed economies like Argentina and South Africa, are battling their own economic and political troubles, reducing their ability to support less developed neighbours.

Alongside this, in 2024, over half the world's population will elect new governments, adding to a general sense of flux and change.

It is unsurprising and understandable that, given this content, many Western countries are preoccupied with domestic issues and challenges. After all, governments and their leaders can only handle a certain number of priorities at one time.

I am optimistic that this situation will improve in time, but in the meantime, we must adapt to this new reality, no matter how temporary. This means finding new ways to meet our collective global obligations towards the global south. To do this, we must be bold and unafraid to think outside the box, including leveraging public-private partnerships to focus on AI, education, and healthcare.

Large parts of Africa, Asia, and South and Latin America continue to lag in terms of socio-economic development. Education and health, two areas I am passionate about, are particular concerns. Although education levels in low-income countries have increased since the 1960s<sup>2</sup> alongside access to healthcare<sup>3</sup>, we cannot take this progress for granted, and risks are on the horizon. For example, if not managed correctly, the advent of AI could undo this positive work by restricting

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<sup>1</sup> <https://geneva-academy.ch/galleries/today-s-armed-conflicts>

<sup>2</sup> <https://cepr.org/voxeu/columns/globalisation-and-inequality-more-educated-world>

<sup>3</sup> <https://www.ox.ac.uk/news/2022-03-18-oxford-researchers-index-shows-international-healthcare-systems-becoming-more>

access to information to the richest in society and, as COVID-19 revealed, vaccine access in the global south is worsening inequality.<sup>4</sup>

Given the current global context and the limits of government support, when it comes to addressing these challenges, we must harness global private capital, including via public-private partnerships.

This approach has many advantages; private capital tends to be nimbler, with sponsors able to move faster without worrying about bureaucracy and politics. It also provides a unique chance to empower individuals and populations, reducing dependency and recipients of support feeling like 'victims,' focusing on potential rather than need.

I speak to global business leaders regularly, and many tell me how desperate they are to invest in the global south, attracted by young, growing, intelligent and entrepreneurial populations.

But how do we unlock this investment? Firstly, we need to create the enabling conditions. This means getting the right people in the room and creating forums where we can bring both political and business leaders together rather than one or the other, as is so often the case.

We also need a global investment strategy for the global south, ratified by developed nations and global businesses. This could be overseen by The World Bank or IMF, but it must clearly identify areas of focus and where we will see the greatest return on investment.

With these conditions in place, we need to encourage developing countries to invest more in healthcare, including through private capital. For example, an additional 5% of GDP invested in the healthcare systems of developing countries could lead to almost a decade of additional healthy life expectancy. Integrating AI and robotics into healthcare systems could also increase the efficiency of this investment by 20%.<sup>5</sup> After all, a healthy population is a prequel to economic development.

When it comes to education, all evidence shows that the route to improving outcomes is to increase teaching standards. This means making the profession more attractive through better pay and conditions that reflect the critical work of our teachers. With this, the requirements for the profession will similarly increase. There is no reason why the private sector can't play a role here, too, by partnering with high-performing schools and colleges and providing funding, but also by providing a

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<sup>4</sup> <https://policyoptions.irpp.org/magazines/february-2021/a-lack-of-vaccines-in-the-global-south-worsens-inequality/>

<sup>5</sup> [https://fii-institute.org/wp-content/uploads/2023/05/Impact\\_Health-equity\\_A-moral-imperative\\_compressed.pdf](https://fii-institute.org/wp-content/uploads/2023/05/Impact_Health-equity_A-moral-imperative_compressed.pdf)

path to employment via apprenticeships. Prioritising STEM subjects and continuing to close gender disparities in terms of access to education is also crucial.

Perhaps most importantly, we must apply AI for good. A crucial step, which should form part of the investment strategy mentioned above, is creating a global AI knowledge hub funded through public-private capital, ensuring access to crucial information that will support the development of AI solutions in the global south. We similarly cannot let unintentional Western biases restrict access to AI in the developing world. This includes ensuring models recognise a wide range of languages and are tested on a wide range of people.

Alongside these steps, we must continue channelling regional support from better-developed countries. For example, in South America, Brazil, as a relative success story within its region and host of the next G20 and COP, will play an essential role in supporting this agenda. I recently hosted a major summit in Rio, which was bursting with talent and ideas, and it gave me great confidence that we don't need to rely only on Western countries to level up less developed ones.

Addressing poverty and levelling up the global south is one of the great challenges of our time. I believe we need to be bolder and more innovative in our approach, especially in light of shifting global priorities. I am under no illusions about the scale of this task and wouldn't for a second claim that private capital and the solutions outlined above are a panacea, but hopefully, they can at least start a conversation.

# # #

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**From:** [REDACTED]

**Sent:** Monday, July 15, 2024 9:29 AM

**To:** [REDACTED]

**Subject:** Introduction with CEO of Future Investment Initiative to discuss global healthcare challenges?

Hi [REDACTED],

I wanted to reach out to offer an introduction with [Mr. Richard Attias](#), CEO of the thinktank Future Investment Initiative (FII), to discuss steps world leaders should take to improve and expand access to healthcare across the globe, especially in light of the opportunities presented by new and emerging technologies and our increasing vulnerability to pandemics.

Through FII's extensive research and convening power, Richard works with global leaders, including heads of state and from business to devise and pursue innovative, bold and often disruptive solutions to global healthcare challenges, including vaccine access and increasing prevalence of communicable diseases. Solutions and topics Richard is happy to discuss include:

- Leveraging new applications of technology, such as AI and robotics, and research to improve healthcare access, quality and efficiency and help communities better manage health risks in the post-Covid "new normal." This includes Digital and AI-based solutions that can mitigate the distribution of substandard and falsified medicines, particularly in low- and middle-income countries.
- Strategies the global community can employ to address key issues like vaccine apartheid amid concerns of the bird flu becoming another pandemic.
- How to unlock greater investment and innovation in sanitation infrastructure for global health, including leveraging private-public partnerships.
- Emerging diseases caused by climate change and the need for policies that consider both human health and the well being of the planet's animals and ecosystems.

Let me know if a conversation is of interest, and I will set up a time.

[REDACTED]  
Senior Account Executive

[REDACTED]



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[REDACTED]  
Senior Account Executive

[REDACTED]



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**From:** [REDACTED]  
**Sent:** Monday, July 15, 2024 9:27 AM  
**To:** [REDACTED]  
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[REDACTED]  
Senior Account Executive



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[REDACTED]  
Senior Account Executive

[REDACTED]



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**From:** [REDACTED]  
**Sent:** Monday, July 15, 2024 9:25 AM  
**To:** [REDACTED]  
**Subject:** Introduction with CEO of Future Investment Initiative to discuss global healthcare challenges?

Hi [REDACTED],

I wanted to reach out to offer an introduction with [Mr. Richard Attias](#), CEO of the thinktank Future Investment Initiative (FII), in case you might be interested in having him on air for upcoming segments. Richard is closely focused on steps world leaders should take to improve and expand access to healthcare across the globe, especially in light of the opportunities presented by new and emerging technologies and our increasing vulnerability to pandemics.

Through FII's extensive research and convening power, Richard works with global leaders, including heads of state and from business to devise and pursue innovative, bold and often disruptive solutions to global healthcare challenges, including vaccine access and increasing prevalence of communicable diseases. Solutions and topics Richard is happy to discuss include:

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[REDACTED]  
Senior Account Executive

[REDACTED]



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*of Justice, Washington, DC.*

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[REDACTED]

[REDACTED]



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**From:** [REDACTED]

**Sent:** Wednesday, July 17, 2024 2:08 PM

**To:** [REDACTED]

**Subject:** Developing AI in the developing world: Global CEO's perspective

Hi [REDACTED],

Hope you are settling into your new role as [REDACTED]! As you get your feet under you, wanted to reach out to offer an introduction with [Mr. Richard Attias](#), CEO of the thinktank Future Investment Institute (FII), who can provide a global perspective AI's double edged sword as well as how targeted investments across diverse sectors and geographies can elevate the use of AI ethically and equitably.

Richard works with global leaders, including heads of state and top business executives, to incubate disruptive solutions that will put investments to work while taking into account the nuances that developing countries face with implementation of AI. He can take a deeper dive into the following and more:

- Using AI in developing countries, specifically in the global south, to address the lack of healthcare professionals, educators and frontline workers
- The fragmented regulatory environment that has resulted in a challenging AI integration, and how we as a global society can work at the intersection of policy and progress
- Cultural divides that put stress on universal technology, specifically in language-based AI programs, and how targeted investments seek to make AI more accessible and limit the discrepancy in resources between HICs and EMDEs

Are you interested in a conversation with Richard? Happy to coordinate.

Thanks,

[REDACTED]

[REDACTED]



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[REDACTED]

[REDACTED]



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**From:** [REDACTED]  
**Sent:** Wednesday, July 17, 2024 2:27 PM  
**To:** [REDACTED]  
**Subject:** Developing AI in the developing world: Global CEO's perspective

Hi [REDACTED],

I have been looking at your coverage and know you focus on several of the big trends coming out of the AI revolution. It might be interesting to explore how these trends are influencing the developing world, especially as questions of ethics and access continue to arise. I wanted to offer an introduction with [Mr. Richard Attias](#), CEO of the thinktank Future Investment Institute (FII), who can provide a global perspective AI's double edged sword as well as how targeted investments across diverse sectors and geographies can elevate the use of AI ethically and equitably.

Richard works with global leaders, including heads of state and top business executives, to incubate disruptive solutions that will put investments to work while taking into account the nuances that developing countries face with implementation of AI. He can take a deeper dive into the following and more:

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Are you interested in a conversation with Richard? Happy to coordinate.

Thanks,

[REDACTED]

[REDACTED]

[REDACTED]



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[REDACTED]

[REDACTED]



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**From:** [REDACTED]

**Sent:** Wednesday, July 17, 2024 2:30 PM

**To:** [REDACTED]

**Subject:** Developing AI in the developing world: Global CEO's perspective

Hi [REDACTED],

Know you often write on the intersection of tech and culture, specifically when it comes to the future of work and thought it might be interesting to explore how AI can help drive opportunities in the developing world. I wanted to reach out to offer an introduction with [Mr. Richard Attias](#), CEO of the thinktank Future Investment Institute (FII), who can provide a global perspective AI's double edged sword as well as how targeted investments across diverse sectors and geographies can elevate the use of AI ethically and equitably.

Richard works with global leaders, including heads of state and top business executives, to incubate disruptive solutions that will put investments to work while taking into account the nuances that developing countries face with implementation of AI. He can take a deeper dive into the following and more:

- **Using AI in developing countries, specifically in the global south, to address the lack of healthcare professionals, educators and frontline workers**
- The fragmented regulatory environment that has resulted in a challenging AI integration, and how we as a global society can work at the intersection of policy and progress
- Cultural divides that put stress on universal technology, specifically in language-based AI programs, and how targeted investments seek to make AI more accessible and limit the discrepancy in resources between HICs and EMDEs

Are you interested in a conversation with Richard? Happy to coordinate.

Thanks,

[REDACTED]

[REDACTED]

[REDACTED]



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**From:** [REDACTED]  
**Sent:** Monday, July 22, 2024 9:06 AM  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Richard Attias for [REDACTED]

Hi [REDACTED],

Know you have been involved with organizing [REDACTED] on the editorial side and wanted to reach out about a potential CEO addition to the agenda that we think would be a strong fit. For context, we've been in touch with [REDACTED] and [REDACTED] on the marketing side and they recommended we get in touch with the editorial team on speaker roles.

Mr. Richard Attias is the CEO of the thinktank/non-profit, Future Investment Institute (FII), was founder and former CEO of Publicis Events Worldwide and served as the Executive Producer of Davos WEF for over a decade.

Through FII's extensive research and convening power, Richard currently works with global leaders including heads of state to devise and pursue innovative, bold and disruptive solutions to global healthcare challenges. In speaking with Megan and Elizabeth, we understand his focus areas align well with your programing.

Fueled by proprietary data, Richard can speak to:

- How to best leverage new applications of technology, such as AI and robotics, research to improve health equity worldwide
- Strategies to address key issues like vaccine apartheid, particularly amid concerns of the bird flu and other pandemics
- Opportunities to unlock greater innovation in sanitation infrastructure for global health, including through private-public partnerships
- Emerging diseases caused by climate change
- The need for policies that consider both human health and the wellbeing of the planet's animals and ecosystems

Please let us know if you would like to set up a call to further discuss how Mr. Attias may fit into this year's agenda. We would also be happy to facilitate an introduction with him if of interest.

All the best,

[REDACTED]

[REDACTED]

Senior Account Executive

[REDACTED]

*This material is distributed by Prosek Partners on behalf of FII Institute. Additional information is available at the Department of Justice, Washington, DC.*



From: [REDACTED]  
Sent: Tuesday, July 23, 2024 2:47:54 PM  
To: [REDACTED]  
Subject: Richard Attias Web Summit Speaker Application (For FARA Filing)

## Apply to speak at Web Summit 2024

We're proud to bring together world-leading voices shaping the technology industry.

Web Summit will take place from November 11-14, 2024. Apply now to join us on stage.


Speaker first name \*

Speaker last name \*

Contact email address \*



[REDACTED]  
Senior Vice President of Software Engineering  
[REDACTED]

[Apply to speak in 2024](#)

## Apply to speak at Web Summit 2024

We're proud to bring together world-leading voices shaping the technology industry.

Web Summit will take place from November 11-14, 2024. Apply now to join us on stage.


### Nominee Details

Are you nominating yourself? \*

Relationship to nominee

  
If nominating someone else, please let us know your relationship. Otherwise, leave blank.



[REDACTED]  
Senior Vice President of Software Engineering  
[REDACTED]

[Back](#) [Apply to speak in 2024](#)

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We're proud to bring together world-leading voices shaping the technology industry.

Web Summit will take place from November 11-14, 2024. Apply now to join us on stage.

### Proposed Speaker Details

Speaker job title \*

CEO

Speaker company name \*

Future Investment Initiative Institute (FII)

How many employees are in your company? \*

20-99

Twitter handle

N/A

Please provide a short bio \*

238/240

Work for good:  
- Use of AI/tech in developing countries  
- Regulation



Senior Vice President of Software Engineering

Please provide a short bio \*

238/240

Work for good:  
- Use of AI/tech in developing countries  
- Regulation  
- Leveraging public-private investment in tech



Senior Vice President of Software Engineering

Please choose up to three industries which would be interested in your talk \*

Philanthropy & social good

Industry 2

AI & machine learning

Industry 3

Education

Non-industry specific topic (Optional)

How we can leverage advanced technologies to address the north

We also look for thought leaders to deliver frank, challenging thought-provoking talks. Please mention a non-industry specific topic that your proposed speakers would like to talk about. In the past, one company founder talked about why we should all work a four day week, another leader of a unicorn company talked about the biggest mistakes he has made in his career. If the proposed speaker is particularly interesting non-industry topic to cover, please highlight and talk through this here.

Is there someone in your network that you would add to your talk to make it stand out? \*

Can share suggestions at a later date

Please give details of the talk topic \*

205/240

Leveraging new technology, such as AI and robotics, to improve education outcomes, healthcare access, quality and efficiency and help communities better manage health risks. In the event, could "neuroprostheses"?

Please expand on the above topic the proposed speaker would like to cover in their talk (please be as specific as possible)

Please link to a recent talk by the speaker \*

<https://www.youtube.com/watch?v=cqI85ytzUJI>

Link to a recent talk the proposed speaker has delivered

Phone number

Are you interested in exploring partnership opportunities with Web Summit? \*

Yes  No

By opting in, you agree to receive marketing communications from Web Summit, including promotions, news and invites. \*

Yes  No

By opting in, you agree that Web Summit may use your information for customised online advertising purposes, including on third-party websites and apps, to improve your user experience. \*

Yes  No

You may be contacted regarding speaking opportunities. You may withdraw your consent at any time. Learn more on our [Privacy Policy](#).



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