

(RTD)

**From:** (CAB-MOEDAS)  
**Sent:** jeudi 21 février 2019 15:50  
**To:** (CAB-MOEDAS)  
**Subject:** FW: WEF 2019 - Meeting request - Salesforce  
**Attachments:** Salesforce meeting request\_Davos.pdf

**From:** KIRKETERP DE VIRON Christiane (CAB-MOEDAS) @ec.europa.eu>  
**Sent:** Wednesday, January 9, 2019 9:59 AM  
**To:** (CAB-MOEDAS) @ec.europa.eu>  
**Subject:** FW: WEF 2019 - Meeting request - Salesforce

See below, another panel for the masterplan. Will you add it?

**From:** @salesforce.com>  
**Sent:** Wednesday, January 9, 2019 9:18 AM  
**To:** CAB MOEDAS CONTACT < @ec.europa.eu>  
**Cc:** (CAB-MOEDAS) @ec.europa.eu>; (CAB-MOEDAS) @ec.europa.eu>  
**Subject:** Fwd: WEF 2019 - Meeting request - Salesforce

Dear Commissioner Moedas,

Happy new year.

I would like to kindly remind you of the request on behalf of Salesforce for a bilateral meeting at Davos in the context of the World Economic Forum meeting.

In addition, is hosting a roundtable discussion with representatives from industry, academia, and the political world, on Artificial Intelligence and he would be delighted to have you join and also offer the opening remarks or have a firestarter role, if you so wish. You can find the details for this event below.

Could you please let me know if you would be available to join for this event?

Kind regards,

### AI Readiness Lunch

Hosted by Salesforce, and  
 Transform.AI.  
 Wednesday 23 January  
 12:30 - 13:30  
 Lokal, Promenade 100, Davos

The narratives that are shaped around new technologies greatly influence the beliefs and views, positive or negative, that people hold about their perceived impact on individuals, society and businesses. It is a fairly common belief, for example, that Japanese accept robots

far more easily than Westerners or that Europeans are more resistant to technology, viewing it as a threat to the “social” nature of Europe’s economy.

How do the existing narratives about AI differ across cultures, economies and geographic locations? What is the disconnect between the prevalent narratives and the actual state of the science? What processes and frameworks do business and government need to implement to build trust and ensure employee and citizen readiness as we enter this new AI era?

This will be an off the record discussion with guests seated around one table.

[REDACTED] | [salesforce.com](https://www.salesforce.com)  
Rond Point Schuman 6, Box 5  
B-1040 Brussels  
Mobile: [REDACTED]

On Wed, Dec 19, 2018 at 9:24 AM [REDACTED] <[\[REDACTED\]@salesforce.com](mailto:[REDACTED]@salesforce.com)> wrote:

Dear Commissioner Moedas,

Please find enclosed a meeting request on behalf of [REDACTED] Salesforce. Should you be going to Davos again next year, we would be honoured to facilitate a meeting with [REDACTED] and/or invite you to the events organised by Salesforce.

Do not hesitate to contact us if you have any questions.

Kind regards,

[REDACTED]

[REDACTED] | [salesforce.com](https://www.salesforce.com)  
Rond Point Schuman 6, Box 5  
B-1040 Brussels  
Mobile: [REDACTED]