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Social Entrepreneur from CANADA to participate in ASHOKA GLOBALIZER

A new initiative that brings together Social Entrepreneurs with International Business Leaders to globalize social innovations

Social entrepreneur *Dr Arnold M Noyek from Toronto, Canada* has been selected as only (one of 2) Fellows from *Canada* to participate at the Ashoka Globalizer, a new initiative that brings together the 25 world's most advanced social entrepreneurs with leading business entrepreneurs at the Hofburg palace in Vienna on July 31 to help them globalize their projects.

ABOUT Dr Noyek's PROJECT: Dr Noyek founded CISEPO: Canada International Scientific Exchange Program (www.cisepo.ca), which in 1995, at the invitation of His Majesty the late King Hussein of Jordan, began cooperative capacity-building health initiatives among Israeli, Jordanian and Palestinian individuals and institutions, thus establishing a sustainable peaceful professional cooperation. The innovation is a blueprint to peace through health as a common language of need. The blueprint designs and builds durable trust and confidence through cooperative health initiatives across the Arab and Israeli fault line. Years of fostering continuing education, professional development and capacity-building are essential to build firm foundations to the bridge on each side of the divide. Once credibility and trust are established it is then possible to act as an honest international broker in bringing academic partners (capable of country leadership), their institutions, their curricula and communities together multi-laterally. The net result is successful projects, outcomes, local and national policy changes and people-to-people relationship building. This seeks to transform health education through cooperation and builds new and essential relationships that focus on health deliverables for those marginalized. CISEPO has created a model for building trust, alleviating suffering, combating ignorance of the other, and overcoming conflict..

Dr Arnold Noyek was elected Ashoka Fellow in 2009. ASHOKA COUNTRY STAFF says: "We are very proud that Dr Noyek has been selected as one of 25 Social Entrepreneurs to participate at the first ever edition of the Ashoka Globalizer."

The Ashoka Globalizer

With its new initiative that will run on a yearly basis, Ashoka will bring Dr Noyek and 24 other social entrepreneurs together with leading entrepreneurs from the private sector, to match social innovations with the resources needed to rapidly achieve global scale. **The Ashoka Globalizer will start on July 31**, when business entrepreneurs such as Anousheh Ansari, first female private space explorer and co-founder and chairman of Prodea systems, or Johnathan Soros, President of Soros Fund Management, will share their insights into strategies for rapid growth, draw on their own experiences to help the social entrepreneurs ask the right questions, formulate the best strategies and create the proper partnerships. For more information, please visit www.ashokaglobalizer.org.

About Ashoka

Ashoka is the world's leading network of social entrepreneurs – extraordinary changemakers, who find new solutions for social problems; like Muhammad Yunus, who pioneered the microfinance sector. Founded by Bill Drayton in 1980, Ashoka supports social entrepreneurs with stipends, professional support, and/or access to its large network of global peers. Ashoka has to date elected and supported more than 2,500 social entrepreneurs in 70 countries. For more information, please visit www.ashoka.org.