

Beyond “Asia”: Rethinking regional strategy through targeted partnerships

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As global dynamics shift rapidly, China and South Korea have adapted in unique ways to maintain economic stability, foster innovation, and ensure long-term sustainability.

In the first CEO Forum, as part of a series of global events in celebration of Reddal's 15th anniversary, Reddal invited a diverse group of industry, SME, startup, public sector and academic leaders for a chance to connect, share insights, and explore the paths forward. The event was titled "Finnish economy's adaptability in an ever-changing world", reflecting on today's complex geopolitical and economic environment, in which companies across industries face pressing challenges in navigating uncertainty and enhancing stability.

To bring global perspectives ahead of a panel discussion around the national perspective, Hankyeol Lee from Reddal Korea, Reddal Venture Capital and Private Equity Practice Lead, shared learnings from the Far East in his presentation titled "Beyond “Asia”: Rethinking regional strategy through targeted partnerships". Understanding how these nations have navigated global change, offered valuable insights into resilience, adaptability, and the strategies that can be applied to various industries worldwide.

The materials presented during the event are available here: ["Beyond “Asia”: Rethinking regional strategy through targeted partnerships"](#)