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Reddal CEO Forum: Finnish economy’s adaptability in an ever-changing world

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On May 28, 2025, Reddal hosted the first event of a global series of CEO Forums, themed “Finnish economy’s adaptability in an ever-changing world”, exploring the key challenges and opportunities shaping Finland’s – and Europe’s – future.

After a journey covering 15 years of global business building, Reddal is hosting a series of CEO Forums around the world. Events take place in South Korea, the Middle East and Finland – reflecting the learnings that our clients, partners and we have gathered across this joint journey.



Today's geopolitical and economic environment is turbulent. Companies across industries face real challenges: financial stability, supply chain resilience, and the need to navigate constant global shifts, just to name a few. Against this backdrop, the CEO Forum in Helsinki offered a chance for participants to connect, share insights and discuss how business leaders thrive amid uncertainty.



Petri Peltonen, Under-Secretary of State at the Ministry of Economic Affairs and Employment, shared perspectives on Finland's strategic vision for adaptability and long-term competitiveness, as keynote speaker.

View Petri's presentation

Watch Petri's presentation recording



For global perspectives, Reddal Seoul's **Hankyeol Lee** presented insights from the Far East – drawing lessons from how China, Japan, and South Korea are responding to global shifts, and how European companies could adapt strategically. His presentation can be viewed and accessed via the link below:

View Hankyeol's presentation

Watch Hankyeol's presentation recording



The event also featured a lively panel discussion exploring the key drivers and barriers to Finland's economic growth. The panel brought together a diverse group of leaders, including:

- **Alexandra Pasternak-Jackson**, CEO, Amcham Finland
- **Lasse Heinonen**, Board professional and private investor
- **Mikael Pentikäinen**, CEO, The Federation of Finnish Enterprises
- **Patrik Rautaheimo**, Chairman of the Board, Elomatic
- **Riku Mäkelä**, Senior Director, Global Initiatives, Business Finland
- **Sami Sarkamies**, Head of TMT, Equity Research, Danske Bank

The session was moderated by **Per Stenius**, Client Director and CEO of Reddal.

The panel discussion's highlights, including remarks from all panelists, are available at the following link: **Highlights from the panel discussion**


CEO FORUM
FINNISH ECONOMY'S ADAPTABILITY
IN AN EVER-CHANGING WORLD
HELSINKI, MAY 28, 2025