

New market entry – best practices and lessons learned (webinar)

EVENT OUTLINE

Many companies interested in international market expansion and new market entry struggle to find a structured approach. Chances of success are, therefore, negatively impacted while the risk of facing typical pitfalls increases.

In this webinar we share insights on how to leverage a systematic and structured methodology for international expansion and new market entry to succeed in global expansion. We complement our insights with real-life stories about internationalization attempts - including both successes, failures and key take-aways. We will cover a range of geographical markets and various industries to provide a broad perspective. Finally, we will also share practical tools and templates that company management can utilize to analyze markets, develop their go-to-market strategy and implementation plan.

This webinar is intended for European companies interested in expanding into Asian markets and in particular Korea, but we will also cover other regions. The presenters have all been involved in multiple market entry projects across the globe.

EVENT DETAILS

Date: Thursday 2.2.2023, 08:30-09:30 CET

Venue: Online (link will be shared after registration)

Admission fee: Free of charge

SPEAKER PANEL



Per Stenius
CEO, Client Director

Dr. Per Stenius is a Client Director at Reddal and leads Reddal's Strategy and Lean practices. Per has over 25 years of experience in corporate strategy, new business building, private equity and transformations from a range of different industries. As head of Reddal's Seoul office, he commands a deep understanding of the Korean and adjacent markets, in addition to his prior experience in Northern and Central Europe, Middle East and North America.



Kun Cao
Senior Manager

Mr. Kun Cao is a Senior Manager at Reddal and leads Reddal's Go-To-Market practice. He has a wide range of experience from developing successful go-to-market strategies for European and Asian companies. His experience also includes strategy and digitization. As a member of the Reddal Leadership Team and head of Reddal's Helsinki office, he has strong business perspective and understanding of complex corporate issues.



Khashayar Ghadimzadeh
Manager

Mr. Khashayar Ghadimzadeh is a Manager at Reddal and leads Reddal's Go-To-Market practice. Khashayar has a strong background in a variety of topics related to international market expansion, ranging from business planning to developing go-to-market strategy and market entry. As head of Reddal's growing operations in the Middle East, Khashayar has a thorough understanding of the region's markets and of new business building.



Hankyeol Lee
Business Developer

Mr. Hankyeol Lee is a Business Developer at Reddal active in Reddal's Venture Capital and Private Equity practice. Hankyeol is a member of Reddal's Seoul office and possesses broad experience from new business development, strategy and digitization related topics.

Register [here](#) or via the [QR code](#)

- Kindly inform us of your attendance and cancellation by January 31, 2023.
If you have inquiries about the event, please contact rsvp@reddal.com

