

## International Expansion and Business development – Case Iran

*Reddal offers business development as a service (BDaaS) on a global basis. Working with senior management and front line staff on a broad range of issues like strategy, M&A, and business building, across multiple industry sectors, Reddal mission is to drive growth across companies of all sizes.*



Per Stenius



Kaveh  
Asadzamaneh



What drives a young professional service firm with Finnish roots to start up operations in places like Seoul, Dubai and Kuala Lumpur? And what are the opportunities and pitfalls you encounter in rapid international expansion?

Since its founding in spring 2010, Reddal has evolved from a Helsinki-based professional service company to a global business development firm with offices in Helsinki, Seoul, Kuala Lumpur and Dubai, and done client work in over 40 countries worldwide.

In this guest lecture, Dr. Per Stenius, Founder and Chairman of Reddal, tells you about the adventures and caveats of international expansion, and the challenge and benefits of operating globally. Additionally, Kaveh Asadzamaneh will exemplify the opportunities and peculiarities in international management by sharing his experiences from working in Iran since the lifting of the sanctions in early 2016.

This is the last guest lecture by Hanken Centre for Corporate Governance (HCCG) for this spring. We thank you for actively participating in our events!

**Wednesday 31.5 16.30-18.00**

**Venue:** Auditorium Futurum, Hanken School of Economics

Want to know more about our future guest lectures? Please [visit our website](#).